

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1. No. 21. Copyright 1925 by Automotive Daily News Publishing Corporation

NEW YORK, FRIDAY, SEPTEMBER 25, 1925

Application for entry as second class matter  
is pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

## NATIONS ABROAD PLAN CHANGES IN EXCISE TAX

Trend Clearly Toward  
Increase in Tariff,  
Also

**Special to the Automotive Daily News**  
**WASHINGTON, D. C., Sept.**  
**24.**—Cable advices received by Percy Owens, chief of the automotive division of the Department of Commerce, disclose that the United States is not the only country that is having trouble with its tariff and excise taxes on automotive products.

Australia wants to increase the duty on foreign cars, except those from the United Kingdom; Finland proposes to raise the ante, while automobile manufacturers in Czechoslovakia are making an effort to obtain a change in the luxury tax on cars and trucks.

A tariff bill has been introduced in the Australian parliament which increases the duties on automobiles.

Finland's proposed budget for next year will increase the motor car duty to 10 per cent. This rate is now 8.75 per cent. ad valorem on passenger cars.

In Czechoslovakia at present automobiles with motors of a cylinder content less than 1.95 litres are exempt from the luxury tax of 12 per cent. The manufacturers wish to have the specifications raised from 1.95 litres to 2.5 litres as the cylinder content below which the luxury tax will not be assessed.

While no explanation is given for the proposed change it would appear that local manufacturers contemplate increasing the cylinder content of the motor which they are now using and which the law changed accordingly.

This would have no effect on American cars, as they are now paying the 12 per cent. tax, none having cylinder content less than 1.95 litres. However, a number of European cars would be affected and the proposed change would place American cars on the same basis as European cars in the Czechoslovakian market.

As a means of compensating the government for the decreased revenue if the proposed change is adopted, the domestic manufacturers have recommended that a 2 per cent. turn-over tax be assessed on all imported cars in addition to the 12 per cent. luxury tax.

## Mathis Here to Market Small Car

**New York, Sept. 24.**—Emile E. C. Mathis, president of the Mathis Motor Car Company of Strasbourg, who arrived this week on the French liner Paris, told a representative of the Automotive Daily News that he is here to make a general survey of conditions and to arrange for the manufacture and marketing of his eight and ten horsepower cars.

"The use of smaller cars will go far toward relieving the growing traffic problem in all large cities," declared Mr. Mathis. He said the company will build 12,000 cars this year, half of which will be exported.

## Spring Dating Plan Abolished by Rubber Concerns

**Akron, O., Sept. 24.**—Akron rubber plants today abolished spring dating in an effort to halt artificial stimulation. No spring orders will be solicited until after January 1. Dealers' spring stock will not be shipped earlier than March 1, except where transportation conditions make conditions exceptional.

Firms approving the new policy are United States Rubber Company, Goodrich, Goodyear, Firestone, Fisk, Miller, Kelly-Springfield, Ajax, Seiberling, Hood, Dunlop, General and other small companies.

Representatives say that the plan will enable the industry to produce during winter months only at a rate required to meet spot demand. Production will be reduced by normal seasonal decline in consumption, it was said. The ultimate effect of the new policy is expected to be beneficial, as manufacturers will eliminate excessive production in slack seasons, which it is believed leads up to losses in inventory. Dealers will benefit by the removal of any incentive to overbuying.

## DETAILS OF NEW MERGER OUTLINED

### Hercules Under Servel Control—Graham Bros. Interested

**Special from A. D. N. Detroit Bureau**

**Detroit, Sept. 24.**—Sidney Corbett, manager of the automotive sales division of the Hercules Corporation, explains the three-cornered arrangement now existing among Servel, Hercules and Graham Brothers, as follows:

"For the last two and a half years Hercules has been building iceless refrigerators for Servel. Servel recently reorganized and bought out Hercules. The Graham Brothers, not as a firm, but individually, have bought a substantial interest in the reorganized Servel corporation.

"Joseph B. Graham will be the manufacturing head of the Hercules organization. Under the new arrangement Hercules will continue to manufacture and distribute Chevrolet and Ford bodies. The organization will also continue to manufacture bodies for Graham Brothers as a division of Dodge Brothers, Inc. H. G. Scott, New York, is the financial controller of Servel under the new arrangement, and is acting as president."

Activities of the Hercules organization, which will be continued under the Servel organization, include the manufacture of about 65,000 bodies annually for Ford, Chevrolet and Graham trucks, and 30,000 gas engines of from 1½ to 10 horse power for farm use, many of which are sold through the mail order houses, and 75,000 iceless refrigerators of the Servel type.

### TAKES HEAVY INSURANCE

**Chicago, Sept. 24.**—Herman J. Rosenberg, president of the Chicago Flint Company, Flint car distributors, has been insured for \$500,000.

**F**ACTS COME TO LIGHT as the Naval Court of Inquiry probing the Shenandoah disaster meets at Lakehurst. It is revealed now that Commander Zachary Lansdowne was reluctant to make the fatal flight over the Middle West because of adverse weather conditions. Survivors of the wreck are shown in the background.



## Chrysler Sees Advance Of Auto Here and Abroad

**Special from A. D. N. Detroit Bureau**

**D**ETROIT, Sept. 24.—Walter P. Chrysler, president of the Chrysler Corporation, is to sail Saturday on the Paris for Paris and London. He will visit Saint Didier, Chrysler distributor in Paris, and later will attend the Olympia Show in London.

"National boundary lines are unknown to the motor car," Mr. Chrysler declared before leaving this city. "The automobile is gradually replacing age-old systems of transportation all over the world. Wherever people live and progress, motor cars will be found. European cars are to be seen in America and American cars in Europe. The world is the motor car manufacturers' market.

"If Europe can learn from America, so can America learn from Europe. I am looking forward to this opportunity of seeing what our friends in the motor car business in Europe have learned and done.

"The success of the Chrysler in America has been almost duplicated in Europe, despite high tariffs, luxury taxes, high excise taxes and high cost of fuel. When the car was in the making we profited by much of what the European manufacturer had learned. The result is that the car is not only acceptable and approved in the United States but it has won worldwide recognition."

## Marmon Doubles Sales for August

**Indianapolis, Ind., Sept. 24.**—Additional evidence of the growing demand for the new Marmon is given in a statement by H. H. Brooks, new general director of sales. Factory shipments in August were more than double those in August of 1924, he said, and retail sales orders are far in excess of the available supply.

Local sales of Marmon cars have been mounting steadily since the first of the year and indications give assurance that the year 1925 will exceed any previous year at the local Marmon branch.

## FORD PLANT RENEWS AT MILWAUKEE AFTER LAPSE

**Milwaukee, Wis., Sept. 24.**—The Ford plant here has resumed operations after a brief shutdown preparatory to the introduction of improved models, Manager H. M. Buckley announced. The plant is equipped to produce 200 cars daily through the fall and winter. The daily schedule is 153 cars now with the 200 mark expected by October 1. Production includes both trucks and passenger cars.

## Chicago Oil Firm Gets Huge Order

**Chicago, Sept. 24.**—The Barnsdall Refining Company of this city has sold to a Belgian oil company for export one of the largest lubricating oil orders ever placed, carrying a consideration of about \$3,000,000.

George D. Locke, vice-president of the company, returning from Tulsa, where he closed the transaction with agents for the buyers, said delivery will be made over the greater part of 1926. The oil purchased is principally cylinder stocks. The purchasing company is Companie Gen. Amboise of Antwerp, Belgium.

## STANDARD OIL MEN HONOR MEMORY OF A. C. BEDFORD

**New York, Sept. 24.**—Standard Oil executives and employees throughout the world suspended operations for five minutes at 2 o'clock yesterday afternoon as a tribute to the memory of Alfred C. Bedford, late chairman of the company's board of directors. The funeral was yesterday afternoon at the Bedford home, Pemberton, East Norwich, L. I., and burial was in Greenwood Cemetery, Brooklyn.

## CHEVROLET IN AUGUST SPURT OF 41,500 CARS

**Volume Exceeds High  
Mark of June  
And July**

**D**ETROIT, Mich., Sept. 25.—The Chevrolet Motor Company has added another record to the series of sales and production marks established this year, according to officials. The new mark is represented by the deliveries to Chevrolet dealers during August. A final check of August deliveries places the figure at 41,500, a larger number of cars than the company has placed with its dealers during any preceding August.

The August deliveries exceeded those made during either June or July of this year.

Maintenance of deliveries through the summer months is cited by R. H. Grant, general sales manager of the Chevrolet Motor Company, as endorsement of his statement made several months ago that the automotive industry is approaching a more stable and uniform basis.

"Eventually automobile production will be nearly uniform throughout the year," he said. "The seasonal peaks and valleys of production are being flattened out."

## REMY ELECTRIC CO. G. M. MUNCIE PLANT

**Indianapolis, Ind., Sept. 24.**—The Remy Electric Company, Anderson, Ind., has taken over Plant No. 5 of the General Motors at Muncie, Ind., with a view of moving certain activities of the Anderson plant to Muncie, with production starting about November 1. The Muncie plant will furnish employment for about 800 men.

A complete reorganization of the executives of the Remy Electric Company has been announced by C. E. Wilson, general manager.

## ENGLAND'S EXHIBIT MAY REVEAL NEW BUS STYLES

**New York, Sept. 24.**—Interesting changes in the designs of buses and trucks are anticipated at the commercial motor transport exhibition to be held in London from October 29 to November 7, under the auspices of the Society of Motor Manufacturers and Traders. This is the first show of that kind the English manufacturers have held in two years, and it is expected to reveal the advances which have taken place in the commercial vehicle field during that time.

**FIRE DESTROYS PLANT**  
**DePere, Wis., Sept. 24.**—The plant of the Hudson Manufacturing Company here was destroyed by fire with a loss of \$75,000, covered by insurance. Operations have been indefinitely postponed and sixty-four men have been thrown out of work pending a meeting of the board of directors to consider rebuilding.

1  
9  
2  
5

XUM

## Survey Reveals Motor Prospects Bright Abroad

Special Dispatch to Automotive Daily News

**WASHINGTON, D. C., Sept. 24.**—The Department of Commerce today issued its survey of automotive conditions in foreign markets not covered in previous reviews. On the whole, it finds conditions bright. The survey follows:

Brazil—A law dated July 27, 1925, by the municipal council of Para, grants a 20-year concession for a passenger and light baggage bus line to a local firm. The concessionaires are to be free of all municipal taxes during the 20 year period.

France—Automobile production is well maintained. Dealers are optimistic and outlook is favorable.

Argentina—A concession has been granted for a new resort hotel to be located at Playa Chica, of Buenos Aires, two motor buses will be purchased by the hotel.

Poland—The American import contingent of passenger automobiles except Fords, which take Danish origin, has been fixed at 100 metric tons to January 1, 1926.

Rumania—Dealers' office reports that sales during the past quarter have exceeded expectations, but that they could have been considerably better if the condition of the money market had permitted dealers and prospective buyers to finance all the business that could have been obtained.

India—Motor car imports into Bengal increased from 2,874 in 1923-24 to 2,957 in 1924-25. Italian car imports declined sharply, but British makes, particularly the light cars, increased from 304 to 499. Imports from the United States and Canada improved from 961 and 1,207 to 1,027 and 1,266, respectively.

Uruguay—An increased activity is evident in Automotive products, with general outlook favorable.

Belgium—After a slump in the first half of the year, American automobiles are approaching the high level of previous year.

Guatemala—Registrations as of August 15 show 883 passenger cars and approximately 80 motor trucks are used in Guatemala City and throughout the republic.

Spain—Registrations of automobiles for the first six months of 1925 show new increases in medium priced American cars, but French and Italian gains for cheaper makes at the expense of American. German, Belgian and French trucks hold this market. Increased interest in motorcycles, resulting from active demonstration of English light models greatly underselling American.

Italy—An international exposition of sporting equipment of all kinds will be held at Genoa October 1 to 31. This exposition will include motorcycles, aviation and sporting motors in general.

Australia—The state of New South Wales is the largest importer of automobiles among the Australian states. During March and April New South Wales imported 3,100 and 3,421 motor chassis out of a total of 7,489 and 7,763 imported for the commonwealth.

### NASH WISCONSIN PLANTS BUILD 342,803 VEHICLES

**Kenosha, Wis., Sept. 24 (U. T. P. S.).**—The Nash Motors Company plants at Kenosha and Milwaukee have produced 342,803 passenger cars and trucks since the company was organized in August, 1915, according to a report by E. J. Travers, advertising manager. The value of this output as indicated by the total amount of money received in payment for these cars and trucks, and also for the parts manufactured in addition to the complete jobs, was \$411,665,126.26. The report takes in all production to September 18, 1925.

#### A. T. A. CLAMBAKE

**Indianapolis, Ind., Sept. 24.**—Automobile dealers and those allied in the industry will throw care to the winds Saturday afternoon and enjoy the fourth annual clambake sponsored by the Indianapolis Auto Trade Association.

## N. A. C. C. PLANS ANNUAL MEETING

### Foreign Trade Is Subject for New York Session Oct. 8

**New York, Sept. 24.**—Looking forward to 1926 as a new era in the export of American cars and trucks, the National Automobile Chamber of Commerce will have foreign trade as the chief topic of its annual fall meeting at its New York offices on October 8. The drawing for space for the National Automobile Shows at New York and Chicago will be held on the afternoon of that day.

The shows will take place at the Grand Central Palace, New York, January 9 to 16, and at the Coliseum, Chicago, January 30 to February 6.

"We are trying to work for better motor travel conditions throughout the world," said John N. Willys, chairman of the foreign trade committee of the automobile organization, commenting on the program. "We want the foreign makers to get their share of the market. There is plenty of room for all. The problem is not what makes of cars will be sold, but rather how to improve roads, lower taxes, provide financing and get uniform regulations which will make motor travel readily available for all."

Preliminary details of the second World Motor Transport Congress, New York, January 11-13, will be made at this meeting.

## Making Success Of Arbitration

**Chicago, Sept. 24.**—For the first time in its history, the Standard Oil Company of Indiana held its annual conference of directors outside of Chicago. Early this week the officials discussed the company's industrial relations plan at Casper, Wyo. Robert W. Stewart, chairman of the company, after a trial of six years, is convinced of its success.

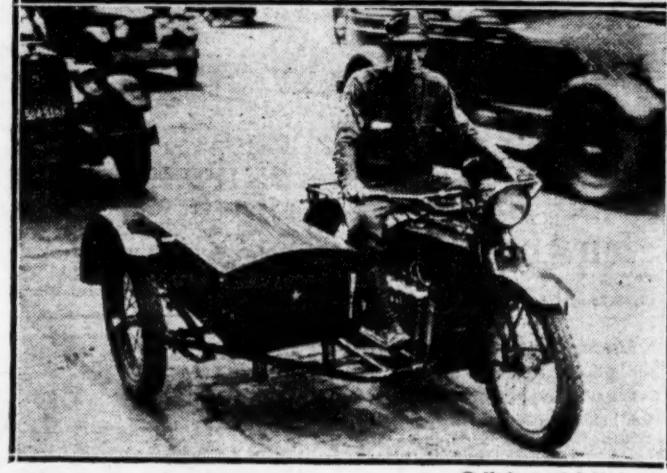
The Standard Oil Company of Indiana was among the first of the large corporations to inaugurate the policy of granting to employees, through representatives, a voice in settlement of all affairs affecting their welfare. This is done through the joint general committee at each refinery and at the general offices. Since the plan was adopted 1,600 cases have been brought before the joint general committee at the various refineries, and 89 per cent. of the recommendations of the committee have been placed in operation.

## MOTORISTS ORGANIZING IN SELF-PROTECTION

**Washington, D. C., Sept. 24.**—Motorists are becoming more and more class conscious and are organizing to protect themselves against tax inroads, legislative restrictions and a hundred and one other harassing nuisances.

A survey by the American Automobile Association discloses that while the number of new passenger car owners is increasing at the rate of approximately 150,000 a month, at least 12,000 of these are joining motor clubs affiliated under the A. A. A. emblem.

**HIGHWAY PROTECTOR**—An Illinois motorcycle policeman whose duty it is to keep overloaded trucks off the highways. He carries his weight-testing apparatus in the compartment side car shown here.



© Underwood & Underwood

## AVIATION TO BE S. A. E. THEME

### Call Meeting in New York to Precede Pulitzer Prize Races

**New York, Sept. 24.**—Experts are to present the latest available information on airplane design, construction and operation, in a series of addresses to be delivered at the national aeronautic meeting and dinner to be held by the Society of Automotive Engineers at the Hotel Astor, New York, during the afternoon and evening of October 7, the day preceding the Pulitzer Prize races at Mitchel Field, Long Island.

The afternoon session is to be devoted to papers and discussion on the design and construction of racing and commercial planes and engines. At the evening session the operation of aircraft in commercial air lines will be the subject of several addresses. The speaker at the dinner will be C. M. Keys, president of the Curtiss Airplane and Motor Company, whose new racing plane was recently flown one kilometer at the rate of 302 miles per hour. Harry L. Horning, president of the society will preside, and Henry M. Crane of the General Motors Corporation and past president of the society will be toastmaster.

The president of the Aero Club de France, Monsieur P. E. Flandin, and Monsieur Louis Breguet, a prominent French airplane manufacturer, have accepted an invitation to attend the sessions. The meeting is open to all persons interested in aeronautics. The papers to be delivered, and their authors, are as follows:

"The Aeronautical Safety Code: Its Object and Meaning," by Henry M. Crane, General Motors Corporation; "Evolution of the Racing Plane," by W. L. Gilmore, Curtiss Airplane and Motor Co.; "Some Aspects of Aircraft Engine Development," by George J. Mead, Pratt & Whitney Aircraft Co.

"The Light Airplane and Low Powered Flying," by W. Laurence Le Page, Gardner Publishing Company; "Operation Facts From the Air Mail Service," by J. C. Whitbeck, air mail service, Post Office Department; "Operation Lessons From the Ford Air Lines," by W. B. Stogt, Stout Metal Airplane Company, air line division, Ford Motor Company; "Reliability in Operation," by Louis J. Parker Van Zandt, Department of Commerce.

### CURTISS AEROPLANE CO. GETS \$1,500,000 ORDER

**New York, Sept. 24.**—The Curtiss Aeroplane and Motor Company has received an order from the United States government for 25 pursuit planes and 61 motors, aggregating more than \$1,500,000. Company officials said the plant is operating at capacity.

### DETROIT BRAKE TESTS ORDERED FOR OCT. 5-10

**Detroit, Sept. 24.**—Detroit's annual brake test week has been set for October 5-10. The police department, the Detroit Automobile Club, the D. A. D. A., and the division of motor transport of the city will co-operate in giving motorists an opportunity for free inspection and adjustment of their brakes.

### NO SHORTAGE OF COAL IN DETROIT AUTO PLANTS

**Hartford Wis., Sept. 24.**—The Kissel Motor Car Company announces as standard equipment on all models three new features, namely: Dual oil purifying system, air cleaner and gasoline purifier. The air cleaner has been standard equipment on Kissel Eights for some time, and owing to its successful performance it is now installed on Kissel Sixes as well, making it standard equipment on all models. The gas purifying system is the Gas-co-lator.

The new features are being added at no extra cost on cars now being delivered from the factory and Kissel dealers in all sections are being equipped to install them on previous Kissel models at a nominal charge where owners desire them.

### ANNOUNCE PRICE DROP IN INDIANA TRUCK

**Indianapolis, Ind., Sept. 24.**—The Indiana Truck Corporation of Marion, Ind., today announced a substantial reduction in the price of its one-ton truck chassis, known as the Indiana Highway Express. E. A. Kightlinger, vice-president in charge of sales, said the new low price is made possible by an increased production schedule.

**Madison, Wis., Sept. 24.**—The Wisconsin Legislature will be asked to change the present speed laws from thirty miles on hour on state highways to forty miles an hour, where traffic is not congested, and in cities from fifteen miles to twenty-five miles an hour.

These changes were favored at a joint conference of state highway engineers and traffic experts in this city. The conference also went on record as favoring compulsory regulations demanding that all warning signs be painted black on a yellow background. This type of sign is recommended for railroad crossings, schools, curves, and steep hills. The four-post type of traffic regulators also was recommended.

The Legislature is also to be asked to enact laws which will prohibit cars from making a complete turn on an arterial highway, an act which congests traffic and menaces other drivers, it was said. As a result of the conference a permanent organization was formed as a special traffic committee, the aim of which will be to solve local traffic problems throughout the state through surveys and studies by experts in co-operation with the state highway commission.

## Seek 40-Mile-an-Hour Speed Law in Wisconsin

## PASSENGER CAR BUSINESS GOOD; PRICE CUTS AID

### Sales Volume Steadily Increasing—Collections Better

OAKLAND, Cal., Sept. 24 (U. T. P. S.)—During the first week of September reductions in the prices of new cars and extension of time on deferred payments to 18 months to two years had the effect of increasing new car sales in Oakland, Berkeley, San Jose, Sacramento, Stockton and other towns on the mainland side of San Francisco Bay for this month by about 22 per cent. over those of the same month in 1924.

The public seems to have arrived at the conclusion that there will be no more important price cuts until after the new year, and this conviction also contributed in reducing sales resistance in September.

Stocks in the hands of dealers in these cities are low, and there has been some talk among the dealers in Oakland of getting together for the establishment of cooperative warehouses whereby larger stocks of cars can be maintained on hand at reduced costs for storage and handling. The used car business has been rather hard hit by price reduction on new cars and by the extension of time on deferred payments.

Truck movements, except Graham and Ford, are slow in the smaller towns and in the agricultural districts, since the crops are virtually all in market. In the larger cities truck sales remain about the same, a little better than they were last year.

Receipt of large sums of money paid for the current fruit crop, including some two or three million dollars by the prune and apricot growers of the Santa Clara Valley alone, has made collections notably easier and general merchandise conditions better. All of central and northern California is in excellent condition financially, collections have improved to a great degree over those of July and early August, and there is every prospect that October will be an excellent month for the sales of passenger cars.

### WISCONSIN BUSINESS

Milwaukee, Wis., Sept. 24.—September passenger car sales will equal the August record in Wisconsin, according to a preliminary survey of the leading distributors with centers here. Practically every automobile company established a new sales record in Wisconsin during the month of August with the announcements of new models and cuts in prices. And this brisk sales activity has continued over into September. Opening fall weather generally throughout the state has been wonderful "riding weather," and this fact has helped in the sales increases.

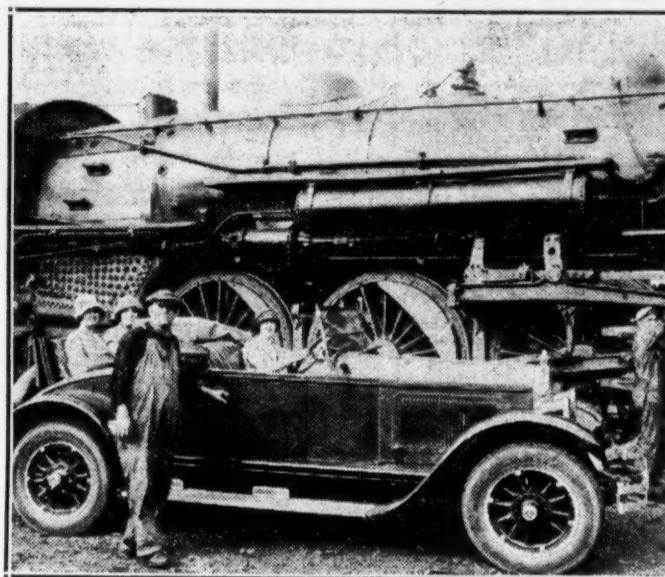
The used car situation continues much the same, with quick turn-over reported in all makes. Large used car markets are beginning to show a predominance in old model Fords, with the demand for this used car beginning to fall perceptibly with the promised early delivery of the new models.

### NEW SALES RECORD

Cohoes, N. Y., Sept. 24.—Hudson and Essex automobile dealers in this territory report that sales for the first six months of the year have greatly exceeded expectations, and they are looking forward to 1926 as a record breaker.

**MOTOR PRODUCTS DIVIDEND**  
Duluth, Minn., Sept. 23.—The Motor Products Corporation has declared the regular quarterly dividend of \$1 on the preferred stock, payable November 2 to stock of record October 20.

**POPULAR WITH RAILROAD MEN**—Sleeve valve-motored Willys-Knight is finding favor with railway engineers, Willys officials report. Here's one owned by Engineer J. P. Walsh of the Twentieth Century Limited.



## Commercial Trucks and Buses Only 1 Per Cent. of No. Dakota Vehicles

(Special to The Automotive Daily News)

**GRAND FORKS, N. D.**, Sept. 24.—Of 23,000 vehicles counted in one day at thirty stations at which a recent road traffic census was taken in North Dakota by the state highway department, only 529 vehicles were horse-drawn, according to a bulletin issued by T. G. Plomasen, maintenance engineer. The census was taken between the dates July 19 and 25, inclusive, and at seven of the thirty stations the count was continued over the seven-day period between the hours of 6 a. m. and midnight. At the other points it was for one day only, but for the same number of hours.

Of the total number of vehicles counted 92 per cent. were passenger cars, 5.7 per cent. were trucks and 2.3 per cent. were horse-drawn vehicles. Commercial trucks and buses fell below 1 per cent.

The census brought out that cars from other states constituted 15 per cent. of all vehicular traffic. This foreign traffic was found to be heaviest in the vicinity of Fargo, Jamestown, Bismarck, Carrington, Ellendale, New Rockford and

Rugby. These points are all in the Eastern section of the state. The Western points did not show a very heavy foreign car traffic.

The census was taken to afford the highway department a knowledge of the density of traffic over the state highway system, in order that the department might make a scientific apportionment of funds for maintenance work.

North Dakota maintenance funds are derived from a 1-cent gasoline tax. The returns from this tax, except the first \$200,000, which reverts to the general fund of the state government, are available for road work.

## Distributor Doings

### CHRYSLER LUNCHEON

Des Moines, Ia., Sept. 24.—The Manbeck Motor Sales Company, local Chrysler distributor, were hosts last Friday to seventy-five of their state dealers at a luncheon and meeting at which 1926 sales were discussed. Roy Justice, sales manager of the Chrysler Corporation; Fred Wilson, factory supervisor, and Latham Clark, factory representative, were in attendance.

### CULTURE FOR SALESMEN

St. Louis, Sept. 24.—A school for public speaking, English literature and grammar is to be conducted by the Southwest Nash Company, St. Louis distributor, for its metropolitan district salesmen. Classes probably will be a feature of the weekly meetings on Monday nights, which were resumed last Monday, after the summer. These meetings are held at 3039 Locust Boulevard, where the firm has fitted up an auditorium. The classes are predicated on the belief that the salesman who can acquaint himself well when addressing an audience will be able to handle with more ease situations arising in dealing with prospects.

### BELIEVE IN SYSTEM

Akron, O., Sept. 24.—The Summit Auto Company of this city, Akron, Moon and Diana distributor, installed a new Oakland system of filing for its Oakland business.

This system has one file for prospects, one for owners, one for lost sales and one for dormant prospects. Each card carries full information and in the case of prospects and owners is filed by date so that the salesmen never miss a call.

### CHRYSLER PROMOTIONS

St. Louis, Sept. 24.—Promotions of B. M. Hall and Duncan Mellier in the G. M. Berry, Inc., Chrysler sales organization, have just gone

## NEW FORDS NOT INJURING USED CAR BUSINESS

Dubuque, Ia., Sept. 24.—While automobile dealers have ventured various speculations on the effect upon the used car market of the introduction of the new Ford models, the consensus among dealers in Dubuque now would indicate that the demand for used cars will suffer little, if any, from this cause.

With the new models of Ford cars on the market now for about three months, dealers in used cars state that their market has in no way reflected the change of Ford policy.

The used car market in this vicinity has been in a fairly prosperous state during the summer, but a seasonal decline in the volume of business is being prepared for by some dealers. Others anticipate that the demand for used cars will probably be almost constant through the greater part of the autumn season.

### WIDENING STREET TO HELP DISTRIBUTORS

Chicago, Sept. 24.—Twenty-second Street, which will provide an artery leading directly into the heart of automobile row, is to be widened from Archer Avenue to Michigan Avenue to be a 120-foot street. This is a greatly desired improvement to motor car distributors. The street is now a 68-foot thoroughfare. The improvement will cost in the neighborhood of \$1,000,000.

Into effect, Hall, who has been retail sales manager, has been placed in charge of the Chrysler metropolitan dealers' organization and will establish closer contact with Chrysler dealers and owners. Mellier has been appointed retail sales manager.

## for Economical Transportation



Chevrolet's powerful valve-in-head motor provides an acceleration and a reserve of power on the hills that is unique among low-priced cars. Chevrolet dealers find that the unusual ease with which Chevrolet demonstrates goes a long way in helping to make sales.

**CHEVROLET MOTOR COMPANY, DETROIT, MICH.**  
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Sedan . . .	775

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

# Automotive Daily News

"Of, By and For the Entire Automotive Industry."

PUBLISHED EVERY DAY EXCEPT SATURDAY AND SUNDAY BY  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.  
25 CITY HALL PLACE, NEW YORK, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.

Application for entry as second-class matter is pending at Post Office, New York, N. Y.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

FRIDAY, SEPTEMBER 24, 1925.

Advertising Headquarters—1926 Broadway, New York, N. Y.  
Harry A. Tarantos, Advertising Manager; George M. Slocum, Manager Detroit Bureau; General Motors Building, Detroit, Mich.; C. H. Shattuck, Western Manager, 165 North Michigan Ave., Chicago, Ill.; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.

Address ALL cuts, copy and advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.

Telephone: Franklin 2900.

Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich.; Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.

Single copies, 10 cents.

Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1925, Automotive Daily News Publishing Corporation.

## The Battle Opens

ON Tuesday in Washington was fired the first gun in the final battle for repeal of the excise tax on motor vehicles and parts. On that day representatives of all branches of the automotive industry met in the capital to plan the campaign for the abolition of this offensive levy on motorists as a class. George Graham of the National Automobile Chamber of Commerce and Alfred Reeves of the same organization led the discussion, which resulted in the formation of a committee to press the tax repeal effort.

*One of the most significant points brought out in the conference was the fact that the \$140,000,000 which will be restored every year to motor vehicle buyers will be largely turned into further automotive purchases. Relief from this burden will surely impel car owners to spend more money on upkeep, more money for tires and will also hasten the purchase of new vehicles to replace those that are beginning to show marks of service. It will make not only easier sales but easier re-sales.*

And while the automotive organization representatives were meeting in Washington came news of import from Indiana. J. P. Hutchens, secretary and manager of the Fort Wayne branch of the Hoosier State Auto Association, has begun organizing the motorists of that district for concerted action in favor of tax repeal. A petition has been formulated, which is being signed by thousands of motor car owners, calling upon their representatives in Congress to lift the burden of the excise tax.

All this constitutes exactly the procedure that we must have to make sure of scotching the motor tax. The organizations within the industry must fight the battle in committee, while the individual motor vehicle owners, organized under the leadership of their clubs and associations, bring pressure to bear on the legislators. If every motoring organization will follow the example of this Indiana association in "getting out the motoring vote," the pressure will be irresistible and we shall have early relief from this burdensome impost. But remember, gentlemen of the automotive industry, yours is the task of getting out that automotive vote.

## Spring Dating Again

Our old friend Spring Dating in the tire industry is again on the carpet. This policy in the tire manufacturing field once upon a time probably served a useful purpose. The tire dealer ordered his stock in the fall and winter and the manufacturers speeded up production and delivered the orders almost as soon as they were received.

*This tended to create a peak of production in the fall and early winter, then a slowing down to what might be termed normal in the spring and a decided slump during the summer. Labor had to be cast adrift and some of it sought other fields of employment permanently. Every industry depends on a firm supply of skilled labor. Layoffs are bad not only for labor but for industry.*

Abolition of the spring dating practice will probably make it possible to maintain a reasonably even schedule of production and keep skilled tire labor employed the year around. This will, in the long run, outweigh the loss of whatever advantages spring dating has had in the past.

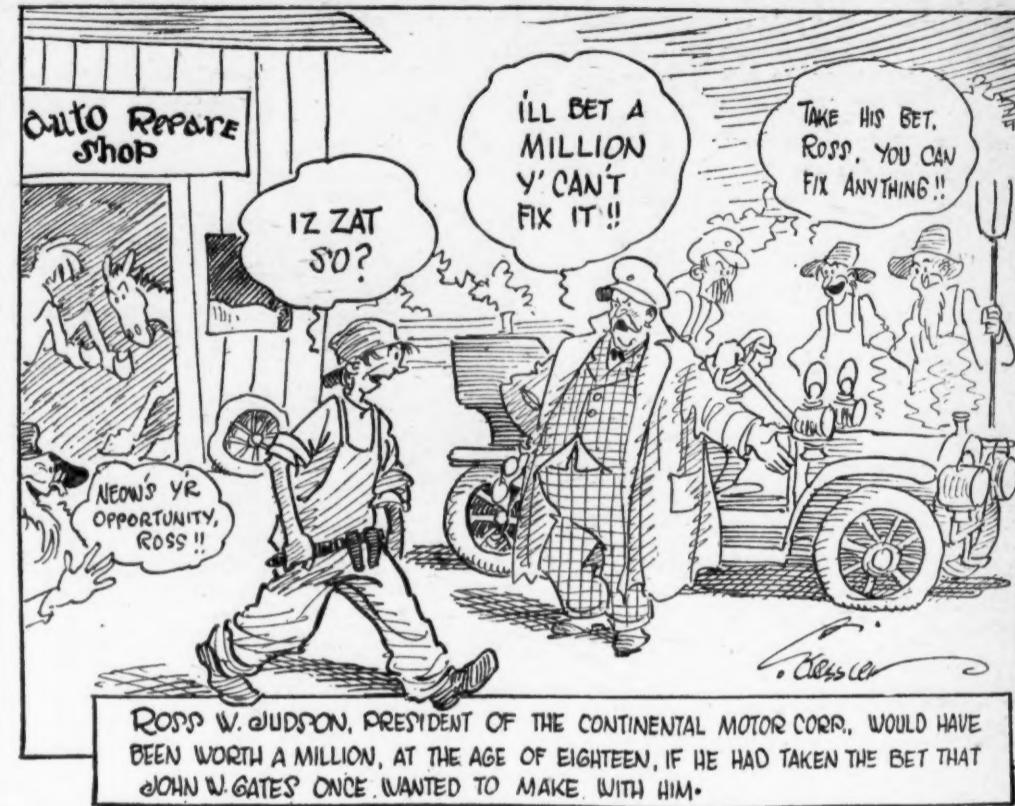
Kansas has a law requiring motorists who remain in the state overnight to obtain a Kansas license. And Kansas roads are the sort that almost force a motorist to stay over night, if you know what we mean.

In Philadelphia so far this year, 1,770 garages have been built. The backfire from all of them ought to keep even Philadelphia awake.

## Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



## CHICAGO A. M. A. OPPOSES EXCISE

### Determines to Continue List Prices and Reject Bonus for Jobbers

Chicago, Sept. 24.—A meeting of the Automotive Manufacturers' Association, held at the City Club last week, considered the question of the repeal of the excise tax on motor cars and accessories. The association, whose membership is composed largely of manufacturers of specialty parts, is endeavoring to have the excise tax repealed, and, to further the work, is sending a petition to all the members, seeking their co-operation.

Other problems of interest to the automotive trade also were discussed. One question which loomed large was that of raising list prices on their products in order to allow jobbers a larger discount. The majority favored present list prices, with a compromise to allow jobbers longer discount periods.

Another question was that of the value of "missionary" men to work in connection with jobbers' salesmen. Opinion was divided, but all agreed that the aim of such co-operation with jobbers was primarily for the education of the jobber in his products, and not to produce sales from retailers.

The granting of bonuses to jobbers was disapproved by most of the firms represented. E. J. Ashton of the Biflex Corporation said: "From a manufacturing standpoint, I disapprove of the bonus to jobbers. There is, of course, a difference of opinion regarding such bonuses between the manufacturing and the merchandising ends of our business. I believe that the discounts and the terms allowed the jobber are quite sufficient, without the addition of a bonus for his work. Manufacturing costs are too high to safely bear up under such practices."

Discussing the advertising of their products, the consensus of opinion favored trade publications rather than general magazine or newspaper advertising. Due to the nature of their products, specialty manufacturers find trade publications more profitable than any other medium.

### Catches Pickerel That Ate Spark Plug

New London, Conn., Sept. 24. Earl A. Randall, proprietor of the Valley House, Collinsville, recently went for a fishing trip to East Otis, Mass., where he caught a pickerel weighing six and one-quarter pounds, which, when opened, was found to contain a spark plug.

### TRUMBULL STEEL CO. IN DRASTIC ECONOMY MOVE

Youngstown, O., Sept. 24.—In a by the managing committee for the Trumbull Steel Company, Warren, notices have been served on 200 salaried employees, officials and executives that their services will be dispensed with.

More than 350 men in the operating department have already been released and economies to date are at an annual rate of \$385,000. Only a few of the officials under former President Jonathan Warner will be retained.

### JOINS SERVICE COMPANY

Elgin, Ill., Sept. 24.—K. L. Underwood, an engineer of fourteen years' experience, has joined the Service Auto Supply Company with B. J. Phillips, who established the concern several years ago. In the last five years Mr. Underwood has specialized in motors. The shop will be considerably enlarged to handle new business.

### FLYER SUES MOTORIST

Rockford, Ill., Sept. 24.—Probably the first damage suit of its kind on record was filed in the Winnebago courts by C. P. Oleson, an aviator, against Hilma Jackson, an autoist, for damages to his plane which was crashed in a collision with the Jackson car as the plane was taking off at Oleson's field. He claims that the auto was driven onto his field without permission.

### COLOR SCHEME ATTRACTS

Detroit, Sept. 24.—Lively interest in universal color schemes is shown by the public in looking at the new Jewett de luxe roadsters shown here at the Paige Sales and Services Company. Each of these cars is finished in two-color tones, and the color scheme is further varied by different colors in the molding.

### MACCABEE ORDER FAVORS STANDARD TRAFFIC LAWS AFTER HARD EXPERIENCE

Detroit, Sept. 24.—A. W. Frye, supreme commander of the Macabees, has gone on record as strongly indorsing the movement toward the establishment of standard traffic laws. More than 2,000 questionnaires to members of the order are overwhelmingly in favor of standardization.

This indorsement comes largely as the result of practical experience by Macabees with driving under the present unstandardized systems. More than 10,000 of the members, driving 2,487 cars, drove more than 2,000,000 miles to and from Washington in connection with their last grand gathering. They hailed from thirty-seven states and three Canadian provinces, and had the opportunity of breaking every traffic law in both nations, owing to lack of uniformity.

### DEALERS DISTRIBUTE MOTOR LAW PAMPHLETS

Los Angeles, Cal., Sept. 24 (I. N. S.).—Local automobile dealers are not content to let the state assume the distribution of motor rules, but through the office of the Motor Car Dealers' Association of Los Angeles are helping in the distribution.

At a recent meeting of the car dealers it was agreed that each dealer should present every automobile purchaser with one of the new 1925-1926 booklets published by the Division of Motor Vehicles, giving a synopsis of the California vehicle act and motorists' rules for use of the highways.

### APPROVE BOND ISSUE FOR ROAD IMPROVEMENT

Toledo, Sept. 24.—At its regular weekly meeting recently the Toledo Automotive Trades Association indorsed the \$32,500,000 bond issue to be voted upon in November. The auto men were addressed by Mayor Bernard F. Brough.

The program calls for extensive street improvements, a Harding memorial bridge over the Maumee River, playgrounds to keep the children off the streets, elimination of many grade crossings and building of boulevards.

# Financial News of the Automotive Industry

## PEERLESS MOTOR ON SOUND BASIS

### Rise in Stock Mirrors Progress Made by Management

**Richmond, Va., Sept. 24.**—At a special meeting here stockholders of the Peerless Truck and Motor Corporation voted to change the name of the company to the Peerless Motor Car Corporation. The new concern will be domiciled in Ohio.

Banking and industrial interests have been following with satisfaction the steady rehabilitation of Peerless Truck and Motor Corporation this year under the management of Edward Ver Linden, formerly head of Oldsmobile, who took charge of operations February 16. The advance in the stock from \$10 a share about March 1 to the upper thirties has mirrored this progress.

On March 1 the Peerless company owed the banks \$1,000,000, had few banking friends and an indifferent trade outlook, says a Dow, Jones' dispatch. Today it owes not a dollar, has about \$1,000,000 in cash and a ratio of quick assets to liabilities of 4½ to 1.

Its production has come back very substantially, June with 842 cars being the company's record month, so that 1925 output should come close to 8,000 cars, as compared with 3,900 last year.

To supplement its present line of eight-cylindered cars, Peerless will next month introduce a moderately-priced six-cylinder car that is expected, with its name, to be an important sales stimulant. The development of this car will entail no new financing or involve any special strain, the "burden" being written off from month to month.

Peerless made \$327,234 in the second quarter, against a loss of \$280,514 in the first quarter. The third quarter ought to show a further comeback in earning power.

## Assets of Murray Body \$25,006,794

**New York, Sept. 24.**—The consolidated balance sheet of the Murray Body Corporation and the J. W. Murray Manufacturing Company as of June 30, 1925, including property of H. & M. Body Corporation, acquired as of May 22, 1925, and purchase money obligation incurred in connection therewith, shows as follows:

Assets—Cash, \$928,922; accounts receivable, \$2,762,861; inventories, \$4,773,750; notes receivable, \$20,497; investments in other companies, \$38,705; investments and advances in allied companies, \$190,656; sinking fund, \$14,573; real estate, equipment, etc., after depreciation, \$15,591,006; goodwill, \$1; deferred charges, \$685,823; total, \$25,006,794.

Liabilities—Notes payable, \$1,649,120; accounts payable, \$917,293; other current liabilities, \$1,099,644; purchase money obligations, \$1,971,356; Murray Body first mortgage 6½ per cent. bonds, \$4,000,000; J. W. Murray Manufacturing 7 per cent. debentures, \$600,000; Wilson Building, 7 per cent. bonds, \$331,000; reserve for contingencies, \$312,314; Murray Body preferred stock, \$2,500,000; J. W. Murray Manufacturing Company preferred stock, \$296,900; Murray Body common stock (represented by 234,573 no par shares), \$11,329,167; total, \$25,006,794.

### ASKS TITLE LAW

**Washington, Sept. 24.**—The District commissioners are drafting a bill to be presented to Congress for an automobile title registration law, whereby every motorist in the District will be required to enter on public record his ownership of his car.

## Range of Listed Automotive Stocks

NEW YORK STOCK EXCHANGE

Previous, 1925			Sales	High	Low	Close	Net Change
High	Low	Div.					
15 1/2	10	6	Ajax Rubber	1,900	11 1/2	11	+ 1/2
91	71 1/2		Allis-Chalmers	700	88 1/2	88 1/2	- 1/2
54 1/2	26 1/2		Am. Bow Magneto	950	37 1/2	36 1/2	- 1/2
44 1/2	23 1/2	3.50	Briggs Motor Co.	12,000	36 7/8	34 1/2	- 2 1/2
39 1/2	27 1/2	3.00	Chandler Motor	7,800	39 1/2	37 1/2	- 2 1/2
105 1/2	108 1/2		Chrysler Motor	7,900	165	161 1/2	+ 5/2
109 1/2	100		Chrysler Motor pf A.	200	105	105	+ 1/2
11 1/2	8 1/2	.80	Continental Motor	9,300	11	10 1/2	- 1/2
31	21 1/2		Dodge Bros. A.	14,900	29 1/2	28 1/2	- 1/2
89	73 1/2	7	Dodge Bros. Batter.	2,000	87 1/2	87 1/2	+ 1/2
71 1/2	60 1/2	4	Electric Star, Battery	530	67 1/2	67 1/2	+ 1/2
92 1/2	60 1/2		Fisher Body	2,200	91 1/2	90	- 1/2
25 1/2	10 1/2		Fiske Rubber	55,700	26 1/2	25 1/2	+ 1/2
110	75 1/2	7	Ford Rubber 1st pf	800	110	108 1/2	+ 1 1/2
50 1/2	38 1/2	2.50	Gabriel Snubbers	500	30 1/2	30 1/2	+ 1/2
16 1/2	4 1/2		Gardner Motor	400	11 1/2	10 1/2	- 1/2
107 1/2	64 1/2	7b	General Motors 7s pf	12,800	106 1/2	105 1/2	- 1/2
113 1/2	102 1/2	7	Glidden Co.	2,000	112	112 1/2	+ 1/2
24 1/2	12 1/2		Goodrich Tires	5,400	62 1/2	62 1/2	+ 1/2
65	25 1/2	4	Goodrich Tires pf	1,000	98 1/2	98 1/2	+ 1/2
100 1/2	92	7	Goodyear pf	300	106 1/2	106 1/2	+ 1/2
107 1/2	86 1/2	7	Hayes Wheel	500	41 1/2	41	- 1/2
44 1/2	30	3.50	Hudson Motor	15,200	83 1/2	81	- 1 1/2
85 1/2	33 1/2	2	Hupp Motor	42,600	26 1/2	24 1/2	- 1 1/2
25 1/2	14 1/2	1	Indian Motor Cycle	500	21 1/2	21	- 1/2
24	13	.50	Jordan Motor Car.	7,200	46 1/2	44 1/2	- 1 1/2
59 1/2	35 1/2	3	Kelly-Springfield	1,800	18 1/2	18	- 1/2
21 1/2	12 1/2		Kelly-Springfield 6s pf	300	64	63	- 1/2
72	43		Kelsey Wheel	400	65	65	+ 1/2
114	87	6	Kevine Tire	100	108	108	+ 1/2
3 1/2	1 1/2		Kevine Tire	300	2	2	- 1/2
18	11 1/2		Lee Rubber & Tires	1,000	15 1/2	15 1/2	+ 1/2
228	117	8	Mack Trucks	6,300	216	214 1/2	- 3 1/2
222	109		Mack Trucks 1st pf	1,000	209	209	+ 3 1/2
112	104	7	Mack Trucks 1st pf	100	110	110	+ 1/2
106 1/2	99	7	Mack Trucks 2d pf	100	106	106	Cash
106 1/2	99	7	Mack Trucks 2d pf	100	105	105	+ 1/2
33	22 1/2	3	Moon Motors	3,600	37 1/2	36	- 1/2
43 1/2	40 1/2	3.60	Motometer A	700	41 1/2	41 1/2	+ 1/2
35	18		Motor Wheel	2,300	33	32 1/2	- 1/2
14	13		Mulling Body	1,300	18 1/2	18	- 1/2
42 1/2	30 1/2	2.40	Murray Body	700	32	32	+ 1/2
47 1/2	19 1/2	16b	Nash Motor	100	47 1/2	47 1/2	+ 1/2
14	11	1.40	Packard Motor Car	47,400	42 1/2	40 1/2	- 1 1/2
24 1/2	17 1/2	1.40	Paige-Detroit Motor	38,500	27 1/2	25 1/2	- 1 1/2
94	43		Pierce-Arrow	100	47 1/2	47 1/2	+ 1/2
18	8		Reynolds Spring	1,700	91 1/2	91 1/2	+ 1/2
108	92		Spicer Mfg. pf	35,400	36 1/2	35 1/2	- 1/2
79 1/2	55		Stewart-Warner Spd.	6,600	78 1/2	77 1/2	- 1 1/2
79 1/2	61		Stromberg Carburetor	1,200	74 1/2	72 1/2	- 2 1/2
59 1/2	41 1/2		Studebaker	42,000	59 1/2	58 1/2	- 1/2
120 1/2	112	7	Studebaker pf	400	122	120 1/2	+ 1 1/2
46 1/2	37 1/2	4b	Timken R. B.	1,700	45 1/2	44 1/2	- 1/2
65 1/2	33 1/2		U. S. Rubber	3,400	59 1/2	58	- 1/2
108 1/2	92 1/2	8	U. S. Rubber 1st pf	200	105	104 1/2	- 1/2
104 1/2	67		White Motor	7,500	95 1/2	94	- 1 1/2
25 1/2	9 1/2		Willys-Overland	26,000	28 1/2	27 1/2	- 1/2
111 1/2	72 1/2	7	Willys-Overland pf	400	108 1/2	108 1/2	+ 1/2
32 1/2	16	1	Wright Aero	1,300	28 1/2	28 1/2	+ 1/2
48 1/2	33 1/2	2.52	Yellow Tr. & C.	3,900	44 1/2	44 1/2	+ 1/2

The above table presents the complete movement of automotive stocks on the New York Stock Exchange and New York Curb Market Wednesday.

## Current Commodity Prices

**New York, Sept. 24.**—The degree of evenness that has been evident for some days characterized the rubber market today. The undertone continues firm and the volume of rubber being turned over is moderately large. London reports a steady market. Some small price concessions are reported in London and in New York.

Demand for steel is picking up as the railroads come into the market in increasing numbers. The automotive demand continues to figure importantly in the business done in most centers. The price situation is somewhat mixed, but the tendency is upward.

The gasoline market is unsettled and slightly easier. Most of the large buyers are proceeding cautiously in anticipation of further downward price revisions. There has been a slightly more active inquiry for export.

STEEL PRODUCTS	do. CHARS	—	35
Semi-Finished—Gross Tons			
Billets, rolling	\$25.00±36.00		
Billets forging	40.00±42.00		
Steel bars (hot rolled)	1.80±2.00		
Plates (hot rolled)	1.80±2.00		
Blue annealed sheets	2.25±2.30		
Alum. sheets	2.10±2.25		
Auto body	4.00±4.25		
Bands	2.40±2.50		
Cold rolled strip	2.75±2.80		
Hot rolled strip	2.20±2.30		
Pig Iron, Basic			
Valley	18.50±19.00		
Eastern Pennsylvania	21.00±21.50		
IRON AND STEEL SCRAP			
(Buying prices, f. o. b. New York.)			
Heavy melting steel	\$12.00±13.00		
Mach. shop turnings	9.50±10.00		
Cast iron borings	9.50±10.50		
No. 1 cast scrap	16.00±17.00		
MILL PRODUCTS			
Base prices cents per pound, f. o. b. mill.			
High brass sheets	19 1/2±20		
Copper, in rolls	21 1/2±22		
Zinc, spot, New York	8.22±8.25		
Lead, spot, New York	9.50±9.65		
Aluminum, virgin, 98±99%	27 ± 28		
SEAMLESS TUBING			
High brass	22.75		
Copper	24.75		
RODS			
High brass (round % to 2 1/2 in.)	16 1/2±17		
Copper rods, round	21 1/2±22		
RUBBER MARKET			
Plantations—	Rbd. Asked.		
First latex crepe, spot	96	97	
September	94	95	
October	85	86	
October-December	80	81	
January-March	74	75	
Ribbed Smoked Sheets, spot	94 1/2	95	
September	92	93	
October	85	85 1/2	

## **Gas Consumption In Ohio Heavy**

**Columbus, O., Sept. 24.—**Approximately 60,000,000 gallons of gasoline were consumed in Ohio in July, according to reports just compiled. Twelve oil companies sold more than 50 per cent. of this amount, the rest of the business being divided among 480 oil concerns. The Standard Oil Company, which led the list, sold 14,213,151 gallons. The Solar Refining Company of Lima was second, with 5,632,609 gallons.

S.).—More than 150,000 barrels of oil are now transported daily from eastern oil fields to seaboard by the Pipe Line Transit Company. More than 65,000 miles of pipe are employed. Pumping stations are located thirty to fifty miles apart. Three great trunk lines pour the stream of crude oil to the refineries. About \$500,000,000 is invested, and it relieves railroads of an investment of 2,000,000 tank cars and 10,000 locomotives.

**PIPE LINE TRANSPORTS  
150,000 BARRELS DAILY**

## **TREAT WOOD BLOCK WITH OIL MIXTURE**

**Fargo, N. D.**, Sept. 24 (U. T. P. S.).—One block of wood block paving is being treated here with bituminous oil. Manufacturers claim that the composition soaks into the blocks, making them waterproof and not susceptible to weather conditions. If their claim is substantiated, all of the 65,000 square yards of such paving in Fargo may be similarly treated, according to R. T. Jacobson, city engineer. The oil being used for trial purposes was bought from Moorhead, Minn.

# **WISCONSIN AXLES**

Wisconsin axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

**Bevel Gear, Double Reduction and  
Worm Drive**  
**Full-Floating, Semi-Floating**  
**WISCONSIN PARTS CO., Oshkosh, Wis.**

## **NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED SEPTEMBER 12**

The following table gives weekly commercial car registration figures in states where they are available. In a number of other states the registration authorities are assisting **Automotive Daily News** representatives so that further weekly statistics will shortly be available.

States	Acme	Autocar	Brockway	Chevrolet	Commerce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Meridian	Pierce-Arrow	Reo	Republic	Russell	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Alabama										1																		1	Alabama	
Arkansas			9				4	1	2	13				2													1	32	Arkansas	
Kansas			4		1	5	1		84		1	5																103	Kansas	
Louisiana			2							27			1															2	32	Louisiana
Maryland	2	7		2	8			54				5	4					4									8	4	98	Maryland
Nebraska					3	2		41		2	1	1																50	Nebraska	
N. H'mpsh'r		3			7		1	15			4	2						2									1	2	37	N. Hampshire
New Mexico		1			1	1		25										1										1	30	New Mexico
N. Carolina		2			5	3		140		1	1							1		2							4	7	166	N. Carolina
N. Dakota	13		3	7			249			9								2	2										285	N. Dakota
Oregon		1			4	4	35		2		3						1										4	3	57	Oregon
Rhode Isl.		1			2		14	1	1	1	2						5	1									6	33	Rhode Island	
S. Carolina		1		2	1		43				1																1	3	52	So. Carolina
S. Dakota		12		1			77	1	1								3	2								1		98	So. Dakota	
Texas		9		6	5	1	171		4	3	3						4									5	6	217	Texas	
Utah		3		3	3		20			2	1						2										2	37	Utah	
Wash'gton		2			7		65		2	2	1						3									1	6	89	Washington	
W. Virginia		1		4	3		46		1	6							1	2										66	W. Virginia	
Wyoming					1		13										1									1		17	Wyoming	

## LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for July, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States		Acme	Autocar	Brockway	Chev. -ruel	Com- merce	Diamond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason	Overland	Pierce- Arrow	Reo	Republic	Russell	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States			
Alabama					5			6	1	2	254		4	3	2				4								13	2	296	Alabama				
Arizona					10			17	12		72							1		5	1						4	3	132	Arizona				
*Arkansas					13			19	1	7	859			7						2	1						2	3	923	Arkansas				
California					24	115		14	159	177	42	824	2	44	19	54	2	12	5	68	4	1		2	-22	1	1	52	120	1774	California			
Colorado						34	2		21		199				1	5				3							1	7	2	277	Colorado			
Conn'cticut		1			2	9		41	10	16	149		3	2	19		3	20									1	20	21	317	Connecticut			
*Delaware					2			3			2		45		3	1	1											1	1	59	Delaware			
Florida					2	17			23	37	14	901		3	48	41		6		19	3	16		2	1	4		27	47	1211	Florida			
Georgia					2	3			5	4	1	150			1	1												8	3	178	Georgia			
*Idaho					37			14	8		200		5	3	3					8								5	2	285	Idaho			
*Illinois					8	46		63	59	38	22	1062	2	2		20		8	1	61	5					6	2	32	102	1593	Illinois			
Indiana		1	2		39			1	55	22	8	540		2	32	9		4		21	1						6	1	7	27	782	Indiana		
*Iowa					49			1	22	26	5	450		2	64	10				23	1							1	18	675	Iowa			
*Kansas					26				24	15		461		2	20				4	2						1	1	5	10	571	Kansas			
*Kentucky					18			23	19	1	283		4	13	6				11	2						1	7	26	417	Kentucky				
Louisiana																																	Louisiana	
Maine			1		26	*		27	13	1	237	1	4	4	4		3	1	21									3	10	356	Maine			
*Maryland		1	10	1	29	1	2	10	12	6	262		7	21	14	1		11	1	1						1		17	31	439	Maryland			
*Mass'setts		5	35	12	30		1	90	29	14	741	2	11	36	45	12		17	108		2	3		3	9	7	47	53	1312	Massachusetts				
*Michigan		2	5	30	2	34	36	30	769		8	23	12	1		2	52	3	5						12		12	87	1125	Michigan				
Minnesota					22		3	21	19	3	344		6	21	18		2	3	13	1							12	8	497	Minnesota				
Mississippi																																	Mississippi	
*Missouri			1		41		7	17	48	15	779	2	8	30	3			1	14	2					1	2	29	53	1053	Missouri				
Montana					7			11	5		82		1	4	2		2		2							1		2	1	120	Montana			
Nebraska					10			6	7	2	275		2	7	1		1		3								3	4	321	Nebraska				
Nevada																																	Nevada	
N. H'mpsh'r		1	4			6	7	66	2	1	1	2			2	1	9								2	1	1	3	109	N. Hampshire				
New Jersey																																	New Jersey	
New Mexico					4			6	2		63		3																		80	New Mexico		
N. York			239	3	2	216	94	372	2035	7	32	112	83	1	63	21	145	4		32		11	2	28		64	74	3438	New York					
N. Carolina					4				36		279									4	8	1							8		349	N. Carolina		
N. Dakota					10			4	5		207			21	1		1	4										1		254	N. Dakota			
Ohio		4	10		60			52	44	7	770	3	12	36	46		7	3	62	3	1		2	2		57	76	1260	Ohio					
*Oklahoma					44			21	48	1	745	4	4	14	23				11									14		939	Oklahoma			
Oregon					8			10	3	125	4	7	5	11				2	5									20	24	224	Oregon			
*Penn'sylvania		12	81	30	181	6	10	194	135	17	1272	10	33	73	128	4	43	13	16	3	1	4	2	3	35	12	149	142	2709	Pennsylvania				
Rhode Isl.		6	1	7			24	7	8	102		4	10	12		1	3	16	3	4	1		2	4				23	14	262	Rhode Island			
*S. Carolina					4			3	8		236		1	4				1													257	So. Carolina		
S. Dakota					8			4	8		92			15	1			2										1	3	134	So. Dakota			
Tennessee																																		Tennessee
Texas																																		Texas
*Utah					8			20	6		84		1	6	1			1							2				3		132	Utah		
Vermont																																		Vermont
Virginia		3	23			17	24	3	374	4	1	14	1		2			2		2							1	9	9	487	Virginia			
*Wash'gton			32			28	13	1	439		10	11	7					7	7	1								9	5	586	Washington			
W. Virginia			23		1	19	26	4	342	5	14	19	6		2		11	7	4		4				1	11	20	519	W. Virginia					
*Wisconsin		2	38	2	1	27	17	6	525	2	1	27	17				21	19	2	6					4	7	4	28	735	Wisconsin				
*Wyoming					19			7	7		61			2	1												8			95	Wyoming			
Total of Col.		21	5		4		9	3	1	99		1	8	3					2	6						9	9	162	Dist. of Col.					

\*Registration for month of August.

## CARS SAVED IN GARAGE BLAZE

Lose Only Eight of 200 Stored in Fireproof Building

Indianapolis, Sept. 24 (U. T. P.).—Fireproof construction, modern ramps and well trained employees saved more than 200 motor cars here Saturday when the Empire Garage, with a capacity of 250 cars, was damaged by fire to the extent of \$25,000. Only eight cars of the two hundred stored at the time were seriously damaged.

The garage, which was constructed about two years ago by remodeling an old burlesque theater in the heart of the business section, has ten half floors, and is constructed of concrete, brick and steel, with the exception of the roof. Ramps and runway and a well designed system of handling cars in small groups made it possible to run all but eight cars out.

The fire, which at one time threatened the business district, was under control within an hour. The quick work of employees in running the cars out probably averted explosions of gasoline in the tanks.

Because of the sound construction, with damage only to the roof and part of one wall, the management promised that the garage would be ready for business immediately.

There are now five great downtown storage garages or motor inns which have been built in the last two years, all of them having from seven to ten parking floors above the street. All of them are of fire-proof construction. The newest motor inn on the city's celebrated Circle is part of a modern office building, the rear and upper floors being given over to this latest style storage garage.

## New Accessories

Chicago, Sept. 24.—Many Chicago distributors have adopted the new Ajax metal spring housing as extra equipment on new cars before they are delivered to owners. The popular new accessory has established headquarters at 3533 Wentworth Ave., for Chicago installations.

The process includes treatment of automobile springs by a patented rust preventive and grease. A canvas gasket is then installed and a new, water and dirt proof metal cover locked over the spring. Spring clips are not disturbed by the new method, which is guaranteed to prevent spring squeaks and to eliminate spring troubles for two years.

Chicago, Sept. 24.—The Vesuvius Corp., manufacturer of a new and efficient device for injecting graphite into automobile springs, which was established in Los Angeles six months ago, has entered the Chicago field.

Garage and service stations will be established here as soon as the company's production is adequate. The new system forces the graphite between the leaves of springs and contact points in the body structure by means of air pressure. The mechanism necessary for the work consists of a small tank, usually placed in service station grease pits, and a metal nozzle. A full set of springs can be lubricated in five minutes by this method, it is said.

Evansville, Ind., Sept. 24.—A new tilting wheel specially designed for Ford cars will soon be put on production by the Evansville Steering Wheel Manufacturing Company, according to A. M. Hackett, secretary. When the car is parked, the steering wheel is tilted forward parallel to the windshield and locked. The increased diameter of the Ford steering wheel to 17 inches is said to have been a factor in planning the feature, which will enable front seat passengers to enter the car with ease from the driver's side.

## Test Metals for Weight Carrying

Washington, D. C., Sept. 24.—There has been much recent discussion concerning published data on the properties of metals at high temperatures. The customary short-time tension tests so widely used in the past have been characterized as worthless to designing engineers who are primarily interested in the load-carrying ability of metals when considering service at high temperatures.

Recent work at the Federal Bureau of Standards shows that valuable and satisfactory information may be obtained on which to base maximum allowable stress computations for low-carbon (0.25 per cent.) structural steel, if carefully determined stress-strain diagrams are secured in the customary short time tension tests.

**NEW LANDING FIELD**  
Beaver, Pa., Sept. 23.—Western Pennsylvania now has a registered airplane landing field known as Foster Field, and located at Homewood, two miles west of Beaver Falls.

**DEALS IN SUPPLIES**  
Stamford, Conn., Sept. 24.—Alden Markham, former local automobile dealer, has retired from the automobile business, and is now selling Gabriel snubbers and Stromberg carburetors, wholesale and retail.

**NEW SERVICE STATIONS**  
Providence, R. I., Sept. 24.—Arthur D. Morgan, for eighteen years connected with the automobile business in Rhode Island, has opened a public service station for Packard owners and owners of other cars and trucks.

**NEED NO FRANCHISE**  
Niagara Falls, Sept. 24. (U. T. P. S.).—The Public Service Commission has notified Niagara Falls city authorities that no franchise is necessary for operation of sightseeing buses on the Niagara state reservation.

Every engine turned out by Continental is the product of the super-specialist—the exclusive engine maker concentrating on a particular design.

***Continental Motors Corporation***

Offices: Detroit, Mich., U. S. A. Factories: Detroit and Muskegon  
The Largest Exclusive Motor Manufacturer in the World



## Watch the Flint

**Q** During the past two years the Flint Motor Company has been slowly and carefully building better motor cars—and building a reputation for reliable merchandise!

**Q** There have been no forced methods of selling—no attempts to force either the public or dealers to buy, no attempt to build great volume—yet there has never been a month in the history of the Flint Motor Company that has not shown an increase in sales!

**Q** And now, on this foundation, a progressive merchandising and advertising policy has been added, which will make dealer contracts even more attractive.

*T. Harrelson*

Vice President and General Manager

**FLINT MOTOR COMPANY**  
**FLINT, MICHIGAN**

BUILDERS OF HIGH GRADE MOTOR CARS

**FLINT SIX**

# Motor Truck Leaders to Limit Sizes to Four; Plan Intensive Campaign Against Excise Tax

Decide to Hold Next Meeting in Washington, D. C.

**B**UCHANAN, Mich., Sept. 24.—Nearly 100 truck and parts plant executives attended the meeting of the Motor Truck Industries, Inc., at the Clark Equipment Company here on September 16. Fourteen truck manufacturers by resolution adopted the report of the ratings committee on the limitation of sizes to be built, as a basis for the different group committees to work on. The sizes are limited to four, namely, fast-freight class, one ton and one and a half and two tons; heavy-duty class, two and a half, three, four and five tons.

The meeting was the largest and most enthusiastic held so far, and various committees are going ahead with plans for the next meeting, to be held in Washington on two days of the week of November 8 at the invitation of the Department of Commerce.

**William R. Dawes**, vice-president of the Central Trust Company of Illinois, addressed the meeting on the subject of greater protection of loans. He commended the standardization work proposed and voiced the opinion that it would help both manufacturers and dealers, because it would result in better inventories and better credit. "The worst problem the banker has to contend with," said Mr. Dawes, "is to know what to do with the assets of defunct truck manufacturers. Bankers know how difficult it is to dispose of truck parts, for which only junk prices can be obtained."

He added that he believed there was an era of prosperity ahead, extending over the next four or five years, that there would be no money stringency and no inflation. In conclusion he said that the manufacturer must plug leaks by more attention to minor business details.

H. Colin Campbell discussed highway improvement as affecting standardization of automotive products. He compared the standardization program with the problems met with in the cement industry, and said that the Portland cement business was now down to one standard. He called attention to the fact that 30 per cent. of the cement now produced in this country goes into highways and said the use of motor vehicles had forced the building of better roads.

He foresees the construction of 6,000,000 trucks during the next five years because of these improved road conditions, and added that lighter trucks, twice the mileage, smaller automobiles and the great increase of closed car sales were direct results of improved roads. In conclusion, he commented on ill-advised taxes and the misuse of gasoline tax funds.

Directors and members were entertained by officers of the Clark Equipment Company at their plant. It was announced that 25 new members had been admitted.

Directors present at the meeting before the general session were:

J. W. Stephenson, Indiana Truck Corporation.

B. A. Gramm, Gramm & Kincaid Motors, Inc.

C. D. McKim, Continental Motors Corporation.

E. B. Ross, Clark Equipment Company.

C. A. Dana, Spicer Manufacturing Company.

Edward A. Ross, Ross Gear and Tool Company.

Gould Allen and E. A. Parsons, Brown-Lipe Gear Company.

C. J. Helm, Acme Motor Truck Company.

Col. Fred Glover, Timken-Detroit Axle Company.

J. R. Spraker of the Atterbury Motor Car Company was elected a director to fill a vacancy. The following new members whose applications had come in since the



MOTOR TRUCK AND PARTS PLANT EXECUTIVES who assembled at Buchanan, Mich., last week for discussion of various important matters pertinent to the truck industry. Definite stand was taken against the excise tax. Plans were made to hold next meeting in Washington, D. C., with Herbert Hoover as one of the principal speakers.

last meeting were unanimously voted in as follows:

S. K. F. Industries, New York.  
Macar Truck Company, Scranton, Pa.  
U. S. Light and Heat Corporation, Niagara Falls, N. Y.  
General Body Corporation, Cincinnati, Ohio.

Eaton Axle and Spring Company, Cleveland, Ohio.  
Zenith - Detroit Corporation, Detroit, Mich.

Mechanics Machine Company, Rockford, Ill.  
Covert Gear and Manufacturing Company, Lockport, N. Y.  
Brockway Motor Truck Corporation, Cortland, New York.

Commerce Motor Truck Company, Ypsilanti, Mich.  
Shuler Axle Company, Louisville, Ky.  
Frost Gear and Forge Company, Jackson, Mich.

Larrabee-Deyo Motor Truck Company, Binghamton, N. Y.  
Lycoming Manufacturing Company, Williamsport, Pa.

Gotfredson Corporation, Detroit, Mich.  
The models and ratings committee's reports were then up for discussion, and it was decided that the two should be merged into one permanent committee called the ratings committee. Mr. J. R. Spraker was appointed chairman. The members are:

A. S. More, Selden Truck Corporation.  
C. J. Helm, Acme Motor Truck Company.

Paul Moore, Garford Motor Truck Company.

Ollie Hayes, Republic Motor Truck Company.

Tom Lippert, Stewart Truck Corporation.

M. E. Brackett, Clydesdale Motor Truck Company.

E. L. Atkinson, Lange Motor Truck Company.

Sidney Cook, Diamond T Motor Car Company.

A discussion was had on sales and finance plans relating to the motor truck industry, and a definite committee on sales and finance was appointed by the president, as follows:

C. J. Helm, chairman, Acme Motor Truck Company.

Tom Lippert, Stewart Truck Corporation.

M. E. Brackett, Clydesdale Motor Truck Company.

M. E. Bassick, Commercial Motor Truck Company.

C. G. Hayssen, Sterling Motor Truck Company.

Seven group committees were definitely decided on to report in close connection with the ratings committee, and it was decided that the chairman of each group committee was to have full power in calling his committee meetings, where and as often as was necessary to get results, and that there was to be a vice-chairman who should be a motor truck manufacturer, who would also be a member of the ratings committee, so that information could be had at all times between the committees. The committees follow:

**Motor and Motor Accessories**

C. D. McKim, chairman, Continental Motors Corporation.

Paul Moore, vice-chairman, Garford Motor Truck Company.

J. P. Mahoney, The Buda Company.

H. L. Horning, Waukesha Motor Company.

Z. H. Whitteman, Jr., Lycoming Manufacturing Company.

This committee will appoint a member from each of the motor accessories parts companies to work with them.

**Axle, Wheels and Springs**

Col. Fred Glover, chairman, Timken-Detroit Axle Company.

A. S. More, vice-chairman, Selden Motor Truck Company.

E. B. Ross, Clark Equipment Company.

H. D. Mixer, Eaton Axle & Spring Company.

W. M. Jones, Sheldon Axle & Spring Company.

Walter E. Dugan, Shuler Axle Company.

Mr. Rockwell, Wisconsin Parts Company.

They will likewise appoint the other members of the committee from the wheel and spring companies.

**Transmissions, Clutches, Controls, Etc.**

A. E. Parsons, chairman, Brown-Lipe Gear Company.

Ollie Hayes, vice-chairman, Republic Motor Truck Company.

Lawrence Fuller, Fuller & Sons Manufacturing Company.

C. M. Gloetzen, Covert Gear Company.

A. R. Ford, Frost Gear & Forge Company.

Charles Cotta, Cotta Gear Company.

K. A. Spurgoon, Muncie Gear Company.

E. S. Eckstrom, Mechanics Machine Company, Rockford, Ill.

The balance of the members will be selected from the clutch and control manufacturers.

**Propeller Shafts, Joints and Bearings**

R. E. Carpenter, chairman, Spicer Manufacturing Company.

Sidney Cook, vice-chairman, Diamond T Motor Car Company.

M. Mattingly, Blood Brothers Machine Company.

E. S. Eckstrom, Mechanics Machine Company.

**Frames, Cross Members and Brackets**

R. E. Haylett, chairman, Hydraulic Pressed Steel Company.

R. B. Gotfredson, vice-chairman, Gotfredson Truck Corporation.

G. A. Dana, Parrish Manufacturing Company.

**Bodies, Dashes, Cowls, Seats and Cabs**

William Morrison, chairman, Highland Body Company.

M. E. Brackett, vice-chairman, Clydesdale Motor Truck Company.

Mr. Morrison, General Body Corporation.

Mr. Dewey, Wood Hydraulic Hoist and Body Company.

Julius Hell, The Hell Company.

**Steering Gears, Drag Links and Controls**

Edward A. Ross, chairman, Ross Gear and Tool Company.

E. L. Atkinson, vice-chairman, Lange Motor Truck Company.

H. L. Horning, representing the Society of Automotive Engineers, has tendered the entire service of the society at any time to work out the technical end of this plan.

As the standardized movement has now attained national importance with the Department of Commerce at Washington, under the guidance of Secretary Herbert Hoover, it was decided to accept the invitation to Washington, D. C., and hold the next meeting there during the week of November 8. It is to be expected Mr. Hoover will be the principal speaker at the dinner to be held on the evening of the first day. Col. Chauncey B. Baker will speak at the noonday luncheon of the second day.

A committee was appointed, whose duty it will be to assist the secretary in making arrangements for this meeting and take charge of all publicity, as follows:

C. D. McKim, Continental Motors Corporation.

A. S. More, Selden Truck Corporation.

A. E. Metz, managing editor Chilton Publishing Company.

Ezra Clark, Clark Equipment Company.

Following the meeting Eugene B. Clark, president of the Clark Equipment Company, took all to his country home, where dinner was served. A full hour's discussion followed the naming of the group committees by the president. After a report of the ratings committee by J. R. Spraker, chairman, it was moved by Col. Glover of the Timken-Detroit Axle Com-

## AUTO BUS LINES SPREAD TO ALL COUNTIES IN PA.

Special to the Automotive Daily News

**PHILADELPHIA**, Sept. 24,

—That the use of the motor vehicle, especially the motor bus, continues to increase by leaps and bounds in Pennsylvania is indicated by the schedule for this week by the state public service commission.

The commission's calendar includes hearings on about forty applications for permission to operate passenger and freight service by motor in various parts of the state.

At the hearings that will open in Philadelphia today the commission will act on the application of the Eastern Coach Company for the approval of its incorporation and permission to operate a bus line between Philadelphia and Easton, Pa., by way of Raubsville, Riegelsville, and Doylestown.

At the same session the commission will consider the application of the Brandywine Transit Company for the right to transport passengers and pleasure parties between a point about two miles north of Coatesville and a pleasure ground known as Pratt's Park in Chester county.

Other applications to be considered are those of William A. Hess for the right to operate a motor vehicle service for both freight and passengers between Fox Chase, Cheltenham, Lawndale, Olney and Philadelphia, and of Warren C. Moyer, who is asking renewal of his privilege to operate a freight and passenger motor service between Philadelphia and Souderton.

On the same day the commissioners will also act on the application of the East Stroudsburg Bus Company to carry passengers between East Stroudsburg and Stroudsburg; of the Adams Transit Company, to transport passengers, freight and merchandise in the counties of Adams, York, Cumberland, Franklin, Fulton, Dauphin and Lancaster, and of Parke S. Gamble, to operate a bus service between Lititz and neighboring sections in Lancaster county.

In the western part of the state there is the same heavy demand for certificates to operate motor vehicles. The commission sat in Pittsburgh yesterday to consider the application of J. C. and H. C. McDevitt for carrying passengers between Greensburg, New Alexandria and Blairsville.

Other applications to come up during the week are those of the Edwards Motor Transit Company for permission to carry passengers between Indiana borough and DuBois via Punxsutawney; the Susquehanna Bus and Taxi Company for the continuance of a passenger schedule between Bridgeville, Allegheny county, and Bishop, Washington county; the Chestnut Ridge Transportation Company for the right to run buses between the villages of Peanut, New Derry and Atlantic, in Westmoreland county; the Beaver Valley Motor Coach Company to transport passengers between New Brighton and Beaver Falls; the Pittsburgh Motor Coach Company to transport parties from Pittsburgh to various points in Pennsylvania; New Kensington Taxicab Company for the right to operate a bus service between New Kensington and Arnold borough, in Westmoreland county.

## BUS LINE TO USE SNOW PLOWS TO OPEN ROADS

**Watertown**, Sept. 24 (U. T. P. S.)—The Colonial Motor Coach Corporation of this city, operating a 750-mile bus line which links Binghamton, Syracuse, Watertown and Oswego with Malone and Plattsburgh, has just placed an order for thirty-seven big snow plows which will be used in keeping the highways open during the winter. A dozen or more other plows may be ordered during the winter.

## TIRES DIE MANY DEATHS BEFORE ENDING CAREER

By HERBERT MAXSON

**A**KRON, Ohio, Sept. 24.—One of the most dejected things in the world is a worn-out tire. Its tread, which sang merrily down the boulevards, has been worn smooth and thin by the friction of the many miles, and its side walls are broken and scarred.

But science in the rubber industry found a way to bring back its usefulness, and the veteran tire in the last few years has come into its own, commanding respect and meriting attention beyond the confines of the scrap heap on the outskirts of the town.

Today in the storage behind plant No. 2 of the Goodyear factories is an immense pile of 9,000,000 pounds of used rubber that is stacked in hills and valleys there.

These tires are food for the ravenous reclaiming plant which brings back to life each day five to six freight car loads of old tires. More than 20,000,000 pounds of such rubber is always on order or in transit or stacked in the great yard for ultimate treatment in the reclaiming plant. This unit of the Goodyear plant has an insatiable appetite.

Built-in 1916 the Goodyear reclaiming plant has been in continuous operation ever since, although it is probable that less is known about the work done here than is true of any other factory operation.

Goodyear procures its supply of so-called "scrap rubber" from Goodyear service stations and large wholesale dealers in scrap rubber, the material coming to them from all parts of the United States.

It may be years after the tire has received its last inspection and been tossed away, as beyond redemption, before it finally arrives at one of these wholesaler's depots. But sooner or later they all do, just as sooner or later the shrewdest "hobo" eventually comes to the head line in the large cities.

Reclaimed rubber is used for many purposes, and is especially adapted to the manufacture of footwear, some other rubber goods and miscellaneous articles in which the resiliency of 100 per cent. rubber gum is not required.

Rubber compounders and experimenters have learned that many items cannot be made of crude rubber without special processing, unnecessary with reclaimed rubber, matured as it is.

Another factor more important from the economic standpoint is the annual saving of a portion of the world's supply of crude rubber through the use of reclaimed rubber in articles where this product is as satisfactory as crude rubber would be.

By utilizing this supply of what might otherwise be waste material there is a general tendency to keep pure rubber costs down and thus effect a saving of crude rubber for tires and tubes where it is most valuable and necessary.

So the travel worn tires has its role to play in the modern scheme of commerce and transportation.

The initial step in the process of reclaiming is the removal of the tire beads, an operation known in the language of the shops as "de-beading." Then the fabric is stripped from the beads and the tire carcasses are fed into giant mills which maul and grind and pulverize the stock, after which it is processed and the fabric destroyed through de-vulcanizing.

After drying and milling the stock is ready for use again in the form of gray slabs weighing about thirty pounds.

The Goodyear reclaiming plant supplies not only Akron factories of the company, but also those in Canada and Goodyear California, and considerable quantities are sold to outside consumers daily.

## Tire Notes

### NEW LEE TIRE

**E**vansville, Ind., Sept. 24.—Factory announcement of the perfection of the 29x4.40 puncture-proof Lee balloon tire, which places this same tire on the same rating with other puncture-proof balloon tires on the market was received here yesterday by the Lee Tire Sales Company, local dealers.

### RETIREES AFTER 25 YEARS

**H**udson, Mass., Sept. 24.—Frank C. Brigham, for twenty-five years foreman at the plant of the Firestone-Apsley Rubber Company, Hudson, has resigned. When he completed his duties yesterday he was tendered a surprise reception in the Elks' Home, Marlboro, by his factory associates, and presented with a purse of gold. A turkey dinner was served.

### TIRE MEN ABROAD

**A**kron, O., Sept. 24.—The following men in the rubber industry are now abroad: B. G. Work, president of the B. F. Goodrich Company, and P. W. Litchfield, vice-president and factory manager of the Goodyear Tire and Rubber Company. Mr. Litchfield is in Germany and Mr. Work is visiting Goodrich subsidiaries in France.

### REDUCE PRICES

**M**ultnomah, Ore., Sept. 24 (U. T. P. S.).—In the face of an anticipated general raise in the price of tires, the Western Auto Supply Company has announced a temporary decrease in the price of their tires sold throughout their chain of 125 Western accessory stores. A quantity of high grade crude rubber was purchased by this company some weeks ago, which enables them to reduce the price temporarily.

## TIRE OUTPUT AT HEIGHT IN WIS.

**K**enosha, Wis., Sept. 24.—Wisconsin's tire industry is now running at capacity, a survey completed here shows. The plant of the Federal Rubber Company at Milwaukee is operating on full production schedules, and there will be no curtailment of its output during the winter.

The Racine Horseshoe Tire Co. reports that it is several weeks behind in unfilled orders on hand. "There has been no increase in prices in our product since July 18," declared L. H. Shepherd, vice-president of the company.

The Gillette Rubber Co., Eau Claire, Wis., is now turning out more tires a day than it has ever produced in its history, and plans call for a continuance of this activity throughout the winter season.

The Ajax Rubber Co., Racine, is operating with a full force, and has orders booked to keep it solidly busy for the next two months, according to L. S. Vance, vice-president and manager.

## HARRISBURG, PA., REPORTS TIRE SALES AT PEAK

**H**arrisburg, Pa., Sept. 24.—Retail and wholesale tire sales in Harrisburg during the past week were up to the high peak established during practically all of the late summer weeks. The local branches of the Firestone Tire and Rubber Company and the United States Tire Company report the usual large amount of orders from dealers in practically all portions of central Pennsylvania.

The United States branch reports an increase of 40 per cent. in sales so far this year over the same period of last year. Firestone also reports the largest year. Both branches are reporting a shortage in certain sizes of tubes.

In the retail field, local sales held up well, but dealers are not holding up to the higher prices to which the recent price rises entitle them. The Dauphin Tire Service Company, local Goodyear truck tire service station, reports last week's solid business as being especially large.

## CLAIM BALLOON TIRES PROLONG ROAD LIFE

**A**krone, O., Sept. 24.—Engineers of the Miller Tire and Rubber Company point out that balloon tires are saving the taxpayers thousands of dollars a year by cutting down the wear and tear of traffic on the highways and consequently prolonging the life of the roads.

The constant pound of fast moving wheels against obstructions in the highways breaks the surface and leads to the destruction of the roads, they say.

On the other hand, they claim, with balloon tires those trip-hammer blows are lessened in force or

**ERECTS BUILDING**  
Minot, N. D., Sept. 24 (U. T. P. S.).—The 4-0-6 Tire Company is constructing a building to be used as a tire store, filling station and storage for automobiles. It will cost \$28,000 when completed.

### FALL TERM SEPTEMBER 28

**A**krone, O., Sept. 24.—Goodyear Industrial University will open its fall term September 28. This is the sixth year of the school, which has enjoyed a consistent growth ever since its beginning.

insulated by the cushioned wheels and this destructive effect will not be experienced.

**IGNORANCE NO EXCUSE**  
Los Angeles, Sept. 24.—Several tons of books containing rules for motorists, and labeled on the outside in big type the words, "Ignorance of the Law Is No Excuse," have been received from the Division of Motor Vehicles by the Motor Car Dealers' Association of Los Angeles for free distribution among car owners of southern California.

**Eliminates Carbon Monoxide**  
**Juhasz Carburetors**  
(30 Days' Free Trial)  
Write—Desirable Territory Open.  
250 West 49th St.  
New York

## Be First Among Thousands To Get Daily News of Your Industry!

**T**HE Automotive Daily News is your own daily trade paper. A day by day tabloid review of all automotive activities. No longer must you depend upon weekly and monthly publications for today's news of the world's greatest and largest industry.

Lesser industries have long enjoyed the privileges of their daily trade papers. But until now the one industry which is progressing faster and changing more rapidly than any other in the whole business field has been without a news gatherer of its own. It is to fill this great need that the Automotive Daily News has come into being—founded by a group of experienced automotive men who have been connected with the industry ever since its beginning.

### Unbiased, Authoritative and Absolutely Honest

This newest and only daily automotive paper has no axe to grind. Its news will be authoritative. Its editorial policies unbiased and absolutely honest. It will support and advance the interests of the industry as a whole—working with all agencies for its welfare. Conducted by national authorities in every division of the whole automotive field it can and does promise you news while it is news—not merely information six weeks to two months old.

### Daily Used Car Quotations

Through a highly organized reporting system you will be kept informed as to the daily fluctuations in the used car market the country over. No doubt you are now paying for a less up to date service of this kind many times over the full subscription price of the Automotive Daily News. And this used car feature is only one of its many services to you.

## You Need This Day by Day Service

Tabloid reports of sales throughout the country.

New car registrations in every locality.

Manufacturers' production schedules.

Retail sales helps. Factory selling methods.

Chassis and body designing.

Used car market.

Parts, tires, accessory information. NEWS of interest to manufacturers, jobbers and dealers.

Daily market quotations on automotive materials.

Accurate surveys of general industrial, commercial and economic conditions.

Engineering developments.

New finance, accounting, purchasing and traffic ideas.

## This Coupon Is for Your Convenience!

### You Owe It to Yourself to Become a Reader

Especially when you consider that the Automotive Daily News costs you no more than your daily newspaper—3 months for \$3.00—6 months for \$6.00—1 year for \$12.00. Subscribe now so you'll not miss a single issue. Fill out and mail the coupon.

AUTOMOTIVE DAILY NEWS, 1926 Broadway, New York, N. Y.	
Enter my subscription at once for the period and on the terms I have indicated below.	
<input type="checkbox"/> 1 year at \$12.00.	
<input type="checkbox"/> 6 months at \$6.00.	
<input type="checkbox"/> 3 months at \$3.00.	
I enclose \$..... or I will send \$..... upon receipt of bill.	
Name .....	
Street .....	
City ..... State .....	
Connection with industry .....	

ACT NOW—  
TODAY—  
DON'T  
WAIT!

## KANSAS OUT OF U. S. ROAD PLAN

### Gov. Paulen Attacks Legislature for Bad Highway Situation

Topeka, Kan., Sept. 24.—Unless Kansas wants a wall about the state, keeping out transcontinental traffic, the state must elect a Legislature that will provide money for the conduct of the State Highway Commission and money for the proper construction and upkeep of state highways. This was the declaration made by Gov. Ben S. Paulen to a delegation headed by W. E. Holmes of the Wichita Chamber of Commerce.

The delegation was in the governor's office protesting against the Atlantic and Pacific highway being routed through Missouri and Oklahoma instead of through Kansas.

#### CONTRACTORS' BIDS RECEIVED

Hartford, Conn., Sept. 24.—Seventy-three bids have been received by the state Highway Department for 14 projects involving construction of new roads and bridges in Connecticut. Fourteen miles of roadways are called for in the improvements as well as six bridges. Contracts will be awarded within a few days. The towns in which the new roadbeds will be laid include: Waterford, East Lyme, Killingly, Washington, Milford, West Haven, Shelton, Old Saybrook, Canaan, Waterbury and Cheshire.

#### NEW GUARD RAILS

Albany, Sept. 24 (U. T. P. S.)—New York state highways are being equipped with "life net" guard rails, a type which has proved very successful in Pennsylvania. A heavy wire link fence is strung over long sections and anchored in concrete. When an automobile hits this fence, it gives all along the line, bounces the car back with less injury and saves the occupants a spill over a precipice.

#### URGE EAST-TO-WEST ROAD

Butler, Pa., Sept. 24.—Dealers in automobiles and accessories in Butler are giving support to the proposed Atlantic City to San Francisco improved highway, which will pass through Armstrong, Butler and Lawrence county of western Pennsylvania. The movement was launched by the Chamber of Commerce of Findlay, O.

#### APPOINT W. D. SUMMERVILLE

Raleigh, N. C., Sept. 24.—W. D. Summerville of the North Carolina Highway Commission has been named state construction engineer to succeed C. N. Connor, who has gone to Mexico to take charge of the new road construction being launched there.

#### PROTEST ACCIDENT MARKERS

Columbus, O., Sept. 24.—The Urbana Chapter, Daughters of the American Revolution, Urbana, has filed protest against the erection of white crosses by the state Highway Department to mark the spot where persons have been killed in motor accidents. The marking of these spots was ordered by Gov. A. Victor Donahey. The D. A. R. declares the practice is sacrilegious, as the white cross is symbolic of the supreme sacrifice of the Master and of the soldiers in the World War.

#### TO LIGHT HIGHWAY

Kansas City, Kan., Sept. 24 (U. T. P. S.)—The Victory Highway, which crosses Wyandotte county westward from Kansas City, will be electrically lighted, Wyandotte county and the Kansas City Light and Power Company co-operating jointly.

#### TRY RECORD CONSTRUCTION

Harrisburg, Pa., Sept. 24 (U. T. P. S.)—The state Highway Department has let it be known that it is attempting this year a record in new mileage of good roads laid. The mark set for completion before frost drives the concrete mixers into the sheds is 900 miles.

#### TO MAKE SURVEY

Washington, Sept. 24 (U. T. P. S.)

**DETROIT'S PASSENGER BUS!** More than 100 of these Dodge-Graham 21-passenger buses are in use on the streets of Detroit. New routes are being established, and, in some instances, trolley lines are being displaced. The buses cost the city \$3,982 each.



## State Gasoline Taxes Add Heavily to Highway Funds

St. Paul, Minn., Sept. 24.—Minnesota's two cent tax on gasoline will bring more than \$3,600,000 into the state treasury this year. This was estimated today by Hjalmar Nilsson, chief state oil inspector, who announced the tax to September 1 was \$3,328,487. Applications for refund totaling 2,084 have been approved and \$21,677 paid. The refund applications are from farmers, dry cleaners, boat owners, and others who do not burn the gasoline on roadways. All the funds received from the gasoline tax go into the state highway fund.

Springfield, Ill., Sept. 24.—A total of \$62,000,000 was collected by the state of Illinois from automobile owners in the form of fees and taxes during the administration of Secretary of State Louis Emerson, according to a statement issued here today. In eight years enough money has been raised to retire a \$60,000,000 bond issue used to build the state's first hard road system.

S.)—C. A. Hogentogler of the United States Bureau of Public Roads has been granted a leave by Director Charles H. Upham of the advisory board on highway research of the National Research Council, to enable him to make a survey of the economic value of reinforcement in concrete pavements.

#### TO TRY NEW TRAILS

Chicago, Sept. 24.—More than 200 cars are expected to compose the Dixie goodwill caravan which will leave Chicago October 12 for an expedition over newly improved highways leading south to the Mississippi gulf coast. Officials of the Illinois Automobile Club, under whose auspices the run will be made, report that seventy-five cars have been signed up to the present.

#### TO COMPLETE ROAD

Boise, Idaho, Sept. 24.—Bids have been called for another link of Idaho's greatest road project, the North and South Highway, which will link the capital with the Canadian border along one of the greatest scenic routes in the West. They will be opened September 28. The work involves 11.6 miles between Coeur d'Alene and Chilco.

#### LIMA PIKE COMPLETED

Fort Wayne, Ind., Sept. 24.—A newly paved stretch of the Lima road, Fort Wayne's new gateway to the north, will be opened within two weeks, it was announced today. The highway, paved with concrete, joins other north and south main routes entering Fort Wayne.

#### TO REPAIR BRIDGE

Lambertville, N. J., Sept. 24 (U. T. P. S.)—Diversion of auto traffic over the Delaware, connecting Stockton and Center Bridge, will soon be ended. Bids for repair of the span were opened yesterday. It is expected that work will be under way before cold weather arrives.

#### REMOVE GRADE CROSSINGS

San Francisco, Calif., Sept. 24 (U. T. P. S.)—The California Highway Commission has let contracts for paving and for building two underpasses on state highways entering Sacramento. The subways

## U. S. APPROVES QUALITY OF GAS

### Survey Indicates Volatility Is Equal to That Of 1924 Product

Washington, D. C., Sept. 24.—Results of the twelfth semi-annual motor gasoline survey, completed by the Federal Bureau of Mines, indicate that the average volatility of motor gasoline now being marketed throughout the United States falls well within the limit of Federal Government specifications.

The investigators found that the average gasoline sold today is about the same quality as that sold in the summer of 1924. As would be expected, gasoline sold in the summer of 1925 shows a slight decrease in volatility as compared with the gasoline marketed last winter.

Cheyenne, Wyo., Sept. 24.—The state of Wyoming has received in revenue \$275,637.04 from the 2½ cents gasoline sales tax since it became effective on March 1, according to John Snyder, state treasurer, this amount representing the income from that source for the past six months, with the exception of part of August. Prior to March 1 a 1 cent tax was levied on gasoline sold in Wyoming, which brought a revenue of approximately \$118,000 for the same period.

All the money derived from the gasoline sales tax is placed in the state highway fund for the exclusive use of maintaining state highways, and is apportioned to the various counties in Wyoming in proportion to the number of miles of state highways within their respective boundaries. Returns have not been received for August, but it is believed that about \$10,000 will be added to the amount already received.

#### DETROIT CLUB LOGGING HIGHWAYS TO FLORIDA

Detroit, Sept. 24.—A dispatch from Ed Matheson, chief of the Detroit Automobile Club Tourist Bureau, now logging Detroit-Florida highways, reports that roads from Detroit to Knoxville, Tenn., are in good shape. Smooth pavement all the way, except for about ten miles, is available. Matheson's trip was made via Monroe, Toledo, Findlay, Lima, Wapakoneta, Piqua, Dayton, Cincinnati, Covington, Paris, Lexington, Berea, Barberville and Tazewell to Knox-

**SALES PROMOTION MANAGER**  
Hartford, Wis., Sept. 24.—R. C. Freitag, formerly assistant general sales manager for the Eveready Hosiery Company, Milwaukee, is now advertising and sales promotion manager of the Kissel Motor Car Company here.

will carry two state trunk lines under the railroads entering the city and the paving will connect the state roads with city boulevards. The work is expected to be completed in six months.

#### HIGHWAY NAMES TO STAY

Olympia, Sept. 24.—The number system which the Federal Bureau of Roads is adopting for the transcontinental highways it will recognize avoids confusion and is a great convenience in keeping account of work, according to officials of the Washington State Highway Department. In the Pacific Coast country state highway officials believe that a definite name, as, for example, "Yellowstone Trail" or "Lincoln Highway," may survive, but to engineers only the numerical designation will be recognized.

## LAUDS AUTO MEN FOR STATE GAINS

### Minnesota Secretary of State Says Registration Record Is Broken

Minneapolis, Minn., Sept. 24.—Successful aggressive methods of the automobile industry in placing its product on the market is given by Michael Holm, secretary of state, as one of the reasons why Minnesota's automobile registration is now 58,000 greater than at this period a year ago and 41,500 more to date than for the entire year of 1924. There is a total of 549,542 cars in the state.

The total paid for license plates to date is \$9,491,065 and the revenue will approximate \$10,000,000 by the end of the year, Holm estimates. With less than three-fourths of the year gone, the revenue from cars is \$1,000,000 higher than for the full year of 1924.

The increase in revenue and car registration this year is the largest on record in Minnesota. In 1921 322,652 cars paid a revenue of \$5,603,552; in 1922, 384,398 cars paid \$6,461,203; in 1923, 452,675 cars paid \$7,197,677, and in 1924 508,030 cars paid revenue of \$8,494,946.

Added to the return from auto licensing is the new tax of two cents a gallon on gasoline, which has yielded \$2,387,000, according to Hjalmar Nilsson, chief oil inspector. It has been estimated that this tax will yield \$4,200,000 for the entire year. The tax has been collected only since May 1. Virtually all of this money goes into the state highway fund.

Expense of administering automobile registration does not come out of the fund collected, but is paid by direct taxation.

## BAY STATE RAISES AUTO LICENSE FEE

Boston, Sept. 24. (U. T. P. S.)—A new schedule of registration fees for motor vehicles, under which the state will receive additional revenue of more than \$4,000,000 annually was made public today by Public Works Commissioner Williams.

The increased revenue will be evenly divided among passenger cars and commercial vehicles. The new rates will apply to motor vehicles registered in 1926. The increased rates on passenger cars will be brought about through a new formula for figuring the horsepower of the vehicle and will affect high-powered cars principally.

Following is the new schedule as it affects private passenger cars:

#### 4-CYLINDER CARS

\$10 Registration fee—Auburn, Buick, Chevrolet, Chrysler, Dodge, Durant, Essex, Ford, Gardner, Gray, Hupmobile (model R), Maxwell, Nash, Oldsmobile, Overland, Reo (1922 and later), Rollin, Star, Willys-Knight.

\$15 Registration fee—Hupmobile (model N), Mercer, Reo (1920 and earlier), Stearns.

\$20 Registration fee—Stutz.

25 Registration fee—Cars of 50 horsepower or more.

#### 6-CYLINDER CARS

\$10 Registration fee—Ajax, Auburn, Bay State, Buick (standard six), Chrysler, Cleveland, Darr, Durant, Essex, Flint, Franklin, Gardner, Jordan, Locomobile, Marion, Nash (special), Oakland, Oldsmobile, Overland, Paige, Rickenbacker, Studebaker (eight six), Velle.

\$15 Registration fee—Auburn, Bay State, Buick (master six), Buick (1924 and earlier), Chandler, Flint ('25'), Haynes, Hudson, Jewett, Jordan, Kissel, Moon, Nash (advanced six) Nash (1921 and earlier), Packard, Paige, Peerless, Pierce-Arrow, Reo, Rickenbacker, Stearns, Studebaker (standard six and special six), Stutz, Velle, Willys-Knight, Wills-St. Claire.

\$20 Registration fee—Haynes, Marmon, Paige, Studebaker (big six), Winton.

\$25 Registration fee—Locomobile, Pierce-Arrow, Winton.

#### 8-CYLINDER CARS

\$10 Registration fee—Locomobile (junior six), Oldsmobile (model 47).

\$15 Registration fee—Gardner, Hupmobile, Kissel, Oldsmobile (models 44, 45, 46), Rickenbacker, Wills-St. Claire.

\$20 Registration fee—Cadillac, Cole, Lincoln, Packard, Peerless, Rickenbacker, Stearns.

\$25 Registration fee—Fifty horsepower or more.

#### 12-CYLINDER CARS

\$20 Registration fee—Haynes.

\$25 Registration fee—Packard (twin six).

Washington, D. C., Sept. 24.—The United States official delegation to the Pan-American Congress of Highways, scheduled for October 15 at Buenos Aires, was received by President Chiari of Panama, and other high officials of the government, during their day's stay in that country. J. Walter Drake, assistant secretary of commerce, received the information in a cablegram from Pyke Johnson, executive secretary of the mission.

Highway bridges across the Panama Canal to connect parts of the republic now separated by the canal are one of the greatest needs of Panama in developing its communication facilities, the delegation was told by officials there. The delegation now is en route to Buenos Aires by way of Lima, Peru and Santiago, Chile, on the steamship Santa Ana, on which it sailed from New York September 3.

## CALIFORNIA CARRIERS SEEK INSURANCE PLAN

Fresno, Calif., Sept. 24.—Tentative plans to establish a mutual insurance arrangement were discussed last night by the Motor Carriers' Association of California, meeting in this city. In order to get the movement launched, one bus company has placed a \$40,000 liability insurance premium through the association secretary. In 1925 the bus companies of California paid approximately \$500,000 for premiums. It was determined last night to investigate various methods of mutual insurance, one of which will be adopted in the near future.

**WABASH VALLEY STOCK**  
Evansville, Ind., Sept. 23.—Common stock of the Wabash Valley Motor Company, distributors of Essex and Hudson cars, is now rated at \$1.32 a share, as compared with 86 cents in 1922, according to a report of C. S. McKamy, secretary.

# Will You Sell More Accessories This Winter?

## Record Sales in View For the Alert Dealer

By PAUL FIELD

THE arrival of cold weather used to be the signal for accessory merchants to crawl in their shells and hibernate until returning spring put cars on the roads again. But no more. For the dealer of today it means simply retiring one class of goods and featuring another.

Instead of the prospect of a sharp sales slump coincident with the first drop in temperature, the dealer can now actually look forward to better business in the winter. You doubt it? Well, consider these facts:

The number of cars that are laid up for the winter has now shrunk away to negligible proportions. Engines that operate equally as well in cold weather, easy starting, closed bodies, enclosures for open cars, demand for all-year transportation, are some of the reasons why.

For comfortable and safe cold weather operation, however, many more accessories and items of equipment are necessary than for summer driving. Heaters become desirable, robes are wanted, alcohol is necessary, chains are needed, radiator covers come into their own, windshield wipers are more essential, tires get more abuse and wear faster, batteries also; crankcases require more frequent draining.

So, although the number of cars in use may be slightly smaller, the drivers of them need more things and the potential market is greater.

To bring in this winter trade some initiative is necessary. Plans must be laid in advance to derive the maximum benefit from the situation.

First in importance is to stock cold weather goods in sufficient quantities. Nothing causes the true merchant more pain than to have the demand walk in the door and be unable to satisfy it.

Next is to display the merchandise in the windows and in the store itself so that passers-by and regular customers entering the store cannot fail to be reminded of their needs.

Then comes the extra effort to get business that often spells the difference between just making ends meet and turning over real profits. We mean advertising.

There are hundreds of ways of telling people that they need winter accessories and that you have them for sale. Space in local newspapers is one of the best. Mail efforts directed to selected lists of car owners are effective and have numberless variations. Handbills, when properly distributed, have their merits. Use of billboards, special signs, sending out blotters, will all help to tell your story to possible prospects.

Begin now to plan for cold weather. All signs point to the greatest winter accessory business the industry has known.

### Do You Know?

That twelve years ago the first license plate was issued in Kansas? On May 27, 1913, license No. 1 went to W. T. Webb of Topeka for a car built in that city.

That the Nash Motor Company, Kenosha, Wis., has produced 342,803 passenger cars and trucks since it started in business August 16, 1916? The total amount of money received by the company for these cars, trucks and parts is \$411,665,126.

That the Hayes Wheel Company was organized in 1908?

That the Kissel Motor Car Company started operations in 1906?

**PROSPECTS** are bright for record cold weather sales of accessories this coming season. Merchants who are interested in reaping a full share of the business will find some helpful hints in this article. Other articles will follow in early issues and tell the specific methods used by prominent dealers and jobbers in going after winter trade. Look for them.

### Excursion Fares Hold Patrons

Excursion fares have been in use for a long time on railroads for the purpose of inducing patrons to take the ride to a certain point and back on a certain train, but it remained for a bus company to sell tickets at excursion rates in order to induce patrons to return to the starting point in a bus belonging to the same company.

The Blue Club Coach Company, Inc. is that company. It operates a route between Bridgeport, Conn. and New York City, a distance of 60 miles for a fare (one way) of \$2 or \$3.50 round trip. It was soon discovered by the company that patrons liked the idea but were not sure of returning by bus at all.

When they did return via this route they tried, some of them, the buses of another company. In order to bring these wanderers back to Blue Club buses, the company had one way tickets printed with a stub attached. The stub is the secret of the entire scheme. This stub entitles the holder to a return ticket for \$1.50 instead of a \$2 one way ticket. The company says it works.

### GOODYEAR GIVES TUBE REPAIR HINT

A tear in the valve patch, starting right at the hole where the valve comes through the tube, sometimes presents a formidable problem to the repair man because it is a hard job to make a good repair with the valve sticking up in the way.

Here is a suggestion that comes from the Goodyear Tire Repair School that solves the difficulty. First remove the nut from the valve and also the spreader, then push the valve stem down into the tube, leaving the hole vacant.

Next, with a belt punch, make a hole in the tube  $\frac{1}{8}$ -inch from the injury and inside the fabric-reinforced area of the valve patch. The sole is made by inserting one jaw of the punch in the old valve hole and then locating the point  $\frac{1}{8}$ -inch from the location of the first hole.

It is very easy then to push the valve stem into the new hole and apply the spreader and nut. After that it is not very difficult to repair the old valve hole just as any ordinary tube blow-out is handled.

### Tire Dealers Buy Old Casings

With high prices still obtaining for crude rubber, scrap, from which reclaimed rubber is made, is in demand and bringing comparatively high prices. Many tire dealers have already found a chance for extra profit in this situation.

With old casings at a premium, these dealers are offering to buy from car owners any discarded tires they may have. Some are advertising the proposition in the local newspapers, others are making it the subject of a circular letter which is sent to a large mailing list.

The chief advantage of this plan from the tire dealer's standpoint is that it brings a large number of potential customers for new tires into his store and gives him a chance to talk with them and show them his goods. Giving owners cash for something that had been considered worthless puts them in a friendly frame of mind from the outset and makes them more susceptible to a sales talk.

Dealers need not be hesitant about buying up quantities of old tires, as the scrap can be readily sold to reclaiming plants or scrap rubber brokers.

### CREDIT TIRE PLAN

S. J. McCroskey, Toledo tire dealer, sells tires on a club credit plan, and when the account is paid he gives a free towing and road service within ten miles of Toledo.

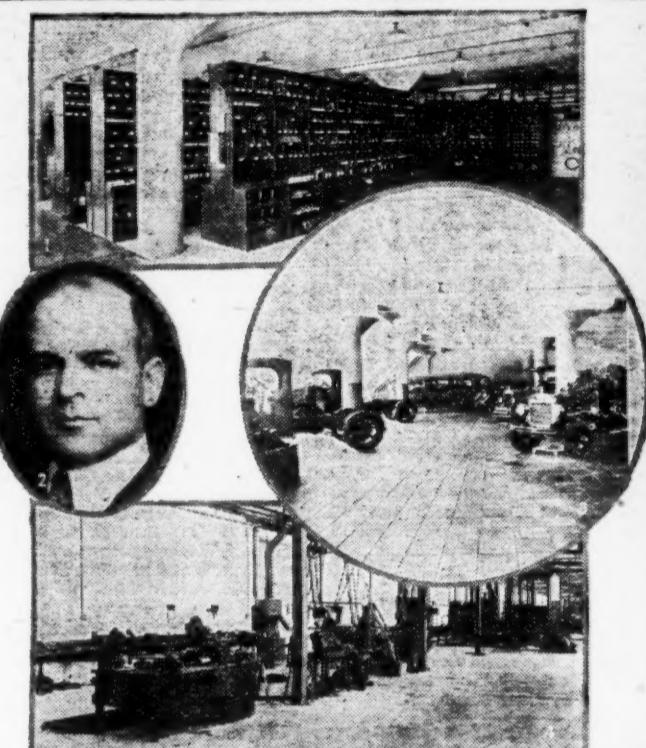
## Traveling Sales Office Is Used by Ford Dealer

If the customer doesn't come to the place of business, take the place of business to him. That is the reasoning followed by the Miller-Van Horn Company, Ford dealer, Columbus, O.

This dealer rigged up the traveling office shown in the accompanying picture and went out looking for business. He works chiefly through the factory districts at noontime, and finds that the idea is extremely profitable.

The truck is kept on the street all the time, even when it is not used for the purpose for which it was intended, since the company feels that it is a good advertisement in itself. As can be seen from the lettering on the side of the body, the weekly payment plan is stressed, and the com-

### Mack Home on Coast Has Every Facility



A NEW BUILDING, modern in every particular, has recently been completed for the Long Beach (Cal.) branch of Mack Trucks, Inc. These views give an idea of the exceptional facilities and equipment this branch, called the Mack International Motor Truck Corporation, Pacific division, has at its disposal. 1. A corner of the stockroom. 2. J. A. Stoner, vice-president and general manager. 3. The salesroom. 4. A part of the machine shop.

### Inspection Is Stressed

Emphasis placed on careful inspection in the modern car factory is one of the paramount reasons for the mechanical excellence of our big production cars. The methods of the Paige-Detroit Motor Car Company are a good illustration.

In this factory 29 different people inspect every engine. Each block goes through 167 inspection operations before receiving the piston and connecting rod assemblies.

Intricate jigs aid in making exacting standards possible by checking many inspections at once. For instance, an elaborate jig checks all the holes and cross-members of the frames. Another checks the balance of the crankshaft.

Each heat of crankshaft steel is analyzed and a physical check made before it is machined. A form as big as a piano is used solely for checking the dimensions and holes in the running-board aprons.

### USED CAR BARGAINS ARE DISPLAYED ON STREET

"Just leave one or two outside" are the instructions given used car salesmen at the Wabash Valley Motor Company, Evansville, Ind.

And one does not see the same cars at the curb the next day.

Just an attractive price marked on the car, and the passer-by registers interest or tells some one he meets: "I just saw a good looking car, and how much do you think they want for it?"

It is not necessary to stage a used car display at the Wabash Valley salesroom. Regular announcements in the daily papers and the attractive bargains on the street develop interest and sales.

Merchandising ideas that have helped others will help you.

### Brings Salesroom to the Prospect



MILLER-VAN HORN COMPANY, Ford dealer, Columbus, O., fixed up this traveling enrollment office to sign up prospects under the Ford weekly payment plan. The truck takes up a position every day at noon in the factory district.

# Personal Paragraphs

Boston, Sept. 24.—Miss Grace F. Gillen, for ten years on the staff of the Henshaw Motor Company, is about to retire, as she is to be married on Columbus Day to Edward J. Galvin of Dorchester. For some time she has been executive secretary to C. S. Henshaw, president of the company, and she also acted as advertising manager.

Los Angeles, Sept. 24.—Art Klein, former automobile racer, has been appointed general superintendent of service for the Greer-Robins Company, distributors for Chryslers and Hupmobiles in Southern California. He is considered one of the best-posted men in the automotive industry. During the war he was an engineering officer at the Issoudun flying field.

Putnam, Conn., Sept. 24.—Arthur C. Keith, treasurer of Keith Garage, Inc., has been appointed by Gov. Trumbull as county commissioner of Windham county. He is the son of Luther M. Keith, supervisor of state roads in this district.

Chicago, Sept. 24.—G. V. Orr, president of the Overland Motor Company, the Chicago branch of the Willys-Overland Company, was host to dealers in his territory at a picnic at Long Lake, Ill.

Evansville, Ind., Sept. 24.—C. S. McKamy, secretary-treasurer; Jean Wiseman, manager of the tire department, and T. V. Dubois, wholesale traveling representative of the Wabash Valley Motor Company, Hudson-Essex distributor, motored to Harrisburg, Ill., to attend the formal opening of the new public garage building of the Harrisburg Motor Sales Corporation, said to be the largest garage building in that city.

Portland, Ore., Sept. 24 (U. T. P. S.)—C. R. Fish, recently assistant

sales manager of the Fields Motor Car Company of this city, has been promoted to be assistant general used car manager. D. A. Len-gacher has been promoted to assistant sales manager.

Evansville, Ind., Sept. 24.—Otto Hartmetz, manager of Hartmetz Brothers, Dodge dealers, returned last week from a vacation trip to Louisville, Ky.

Los Angeles, Sept. 24.—F. L. Cary, for the past three years manager of the merchandise and accessory department of Stanley W. Smith, Inc., retail dealer for the Hudson-Essex in this city, has been appointed superintendent of service for the downtown shop of the concern.

Evansville, Ind., Sept. 24.—Frank C. Enz, former local manager of the Evansville Oil and Grease Company, recently absorbed by the Marland interests, has been promoted to be Ohio River district manager, covering southern Indiana, Illinois and western Kentucky territory.

Chicago, Sept. 24.—Cornelius H. Farland, recently retired as a successful automobile dealer, and his wife have returned from a two months' tour of Europe.

Worcester, Mass., Sept. 24.—M. K. Maykel, president and treasurer of the Maykel Auto Company, 755 Main St., was host at a dinner given in the Hotel Warren, Worcester, last Monday night, to about 50 guests representing Chrysler dealer and sales organizations of Worcester and Worcester county. Special guests were Stewart W. Munroe, assistant sales director of the Chrysler corporation, who brought greetings from Joseph Fields, vice-president of the corporation. F. L. Johnston, district supervisor, also spoke.

## Incorporations

Springfield, Sept. 24.—New incorporations in Illinois include the following:

Illinois Eisemann Magneto Corporation, 1469 South Michigan Ave., Chicago; \$10,000; manufacture and deal in electrical machinery and equipment; William N. Shaw, Charles F. Bailey and Oliver S. Stanley.

Benell Motor Company, 5714 Broadway, Chicago; \$20,000; manufacture and deal in automobiles and motor vehicles; Edward W. Everett, R. S. Tuthill and M. E. Burgess.

Triple Seal Piston Ring Company, 11 South La Salle St., Chicago; \$325,000; manufacture and sell triple seal pistons and rings for automobiles and gas engines, hydraulic compressors, etc.; Elsie Steen Kittelson, H. E. Deputy and Paul Blum.

The Herman Associates, Inc., 610 Best Building, Rock Island; \$250,000; conduct general engineering business on mechanical automotive, industrial and agricultural lines, the firm now manufacturing a new type of carburetor; C. C. Hermann, president; W. F. Melburg, vice-president; J. F. Herman, secretary, and H. E. Hermann, treasurer.

Olympia, Sept. 24.—New incorporations in Washington include:

First National Insurance and Holding Company, Brewster; \$25,000; Harry J. Kerr, Peter McPherson, J. W. Bouska, R. A. Downing and D. S. Gamble.

Peoples & Jacobs, care of C. R. Anderson, 316 Pacific Block, Seattle; \$10,000; garage; J. S. Peoples and others.

Providence, Sept. 24.—A new Rhode Island incorporation is that of the Automobile Finance Company, Inc., Woonsocket; \$50,000; Charles A. Proulx, Albert A. Proulx and Raymond F. Murphy.

## Improvements

Chicago, Sept. 24.—The Smith-Sauer Motor Company, distributor of the Marmon, moved into new quarters at 2349 Michigan Ave. this week.

Hughes, Ark., Sept. 24.—The Hughes Motor Company has moved into a new building, 50 by 140 feet in size. E. E. McMillan is manager and Walter Prewett is in charge of the parts department.

Cedar Falls, Ia., Sept. 24.—Weisbard Bros., local Ford dealers, 111 Washington St., have purchased the brick building adjoining their present quarters on the north and will remodel it for their use. The addition gives them a frontage of 132 feet on both Washington and 2d Streets, and will permit them to arrange entrances from both streets.

## Fire Losses

Beaver Falls, Pa., Sept. 24.—Fire in the large Ballard Storage Battery Building, on 7th Avenue, caused damage to that and adjoining buildings of approximately \$55,000. The Ballard Company, manufacturers and jobbers of automobile storage batteries, lost its entire stock and equipment excepting machinery located in the basement, and all of its records were destroyed.

Putnam, Conn., Sept. 24.—The Standard Oil Company sustained a loss of about \$20,000 in a fire which started in a building on Mechanic Street occupied by the concern and destroyed two 1,000-gallon and one 5,000-gallon tanks.

## AUSTRALIA MAY CHANGE TARIFFS

### American Automotive Industries Would Suffer as Result

Sydney, Sept. 15 (U. T. P. S.)—The American automotive industry will be hard hit if the changes in the tariff law just recommended by the Australian government are accepted by the Dominion Parliament. The proposed changes if put into effect, will maintain the established economic policy of Australia, namely protection for home industries and preference for British products, and seem likely to affect the American auto industry severely as the preferences suggested for British auto products show considerable increases over the old rates.

The new rates are to be as follows: Auto chassis (unassembled), free (British), 12½ per cent. (foreign); (assembled) 5 per cent. (British), 17½ per cent. (foreign). The existing rates are: (unassembled), (British), 5 per cent. (foreign), 10 per cent.; (assembled), (British), 76 per cent. (foreign), 12½ per cent.

It is pointed out that this increases the British preference from 5 per cent. to 12½ per cent., and should be of great advantage to the British automotive industry offering, as it does, the opportunity to any enterprising firm, or better still perhaps, combination of firms to establish an assembling factory in Australia and thus obtain the great benefits while their foreign competitors will have to pay a minimum of 12½ per cent. upon the f.o.b. value. If, however, the British automotive industry is to obtain the maximum benefit from the new preference rate it will be necessary for it to devote more careful study to Australian requirements than has been done in the past.

As showing what an important market Australia presents, the figures for the fiscal year 1923-4 are convincing. In that year Australia imported 70,474 auto chassis of an approximate value of \$46,695,000. Of these totals the United States supplied 41,372, valued at \$27,775,000; Canada 23,951, valued at \$9,170,000, and Great Britain 2,680, valued at \$5,860,000. It is a striking commentary on the relative smallness of the British automotive industry to find that during 1924 Australia absorbed 53.4 per cent. of the entire British export of auto chassis.

London, Sept. 24 (U. T. P. S.)—During the past few years Ceylon has seen the steadily increased use of automotive vehicles. At the same time the number of American cars in use has also increased. The import figures for 1924 are instructive when compared with those of the previous year. These are:

Number of Automotive Vehicles Imported		
Country of Origin.	1924.	1923.
United States . . . . .	423	297
Canada . . . . .	358	468
United Kingdom . . . . .	261	108
France . . . . .	99	80
Italy . . . . .	30	13
Belgium . . . . .	2	—
Germany . . . . .	2	—
British India . . . . .	—	2
Totals . . . . .	1,175	968

American manufacturers thus increased their proportionate share of the whole import from 30 per cent in 1923 to 36 per cent in 1924.

## Bankruptcies

Burlington, Vt., Sept. 24.—Ray A. Willis, bus line proprietor here, has filed a petition in bankruptcy, with liabilities of \$1,951 and assets of \$800.

## Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.  
6 consecutive insertions, the sixth insertion free, will cost \$12.00.  
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

FOR SALE—Old established tire, accessory and vulcanizing business; invoice \$8,000; can reduce half or more; also nice residence and furniture at bargain. Address Box 114, Pueblo, Colo.

### EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

### SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

### MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

### PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every bolling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

## DEALER DOINGS

Asbury Park, N. J., Sept. 24.—The Elcar sales business established here last spring by M. L. Klepinger has been taken over by H. C. Fisher and C. D. Heintze, who have formed the Elcar Motor Sales Company, Inc., with showrooms at 625 Main St.

Boston, Sept. 24.—The Frank P. Anthony Company announces that it has completed arrangements whereby it has become the Boston retail dealer for the Gardner straight eight and six-cylinder automobiles. For the past ten years the Anthony company has been and still is representing the McFarlan automobile.

Meriden, Conn., Sept. 24 (U. T. P. S.)—H. C. and A. F. Burkhardt have taken over local sales and service on all Overland and Willys-Knight cars from the Wilson S. Reynolds Company. H. C. Burkhardt has charge of sales and A. F. Burkhardt is directing the service department. Both young men have been in the automobile business several years and have a large following among local autoists.

Conway, Ark., Sept. 24.—Bolls Brothers have obtained the franchise for the Nash and Ajax cars. Grady Hopkins, who has been a salesman for the Arkansas Nash Motor Company in Little Rock, is now connected with the local firm

Cedar Rapids, Ia., Sept. 24.—W. G. Waterman of Palo, Ia., has been appointed Rude Auto Company representative for this district. The Rude firm is Ford distributor for the territory and will establish in the Waterman garage a service and accessories store.

Chicago, Sept. 24.—The Irving Park Flint Company, 4140 Irving Park Boulevard, announces a change in its corporate name to the Fine-Thomas Motor Sales. The

new company retains the old quarters, but will represent the Reo instead of the Flint.

Goldsboro, N. C., Sept. 24.—The Goldsboro Knight Company, under the management of Ed Godwin, is open for business on East Center Street to distribute Willys-Knight and Overland products in this city.

Charlotte, N. C., Sept. 24 (U. T. P. S.)—The Newton-Alexander Motor Company, a new firm, has taken over the franchise for Willys-Knight and Overland cars here. The Booth-Newton Company, representatives of the two cars here for many years, has been dissolved. C. E. Newton, a member of the dissolved company, Thomas M. Alexander and John B. Alexander are the incorporators of the new company. J. L. Booth is retiring from the automobile business.

Toledo, Sept. 24.—J. H. Frambach, principal owner of the S. Y. Brigham Motor Company, Durant, and Star dealer, has discontinued the business and is closing out all used cars and parts.

Riverside, Cal., Sept. 24.—Williams Brothers, who have conducted a garage here for six years, have taken over the Hupmobile franchise in this territory, succeeding Prentiss Fulmor.

Topeka, Kan., Sept. 24.—J. R. Cowdry, dealer in Mack trucks, has taken the Topeka franchise of the Hertz Driveyourself System of Chicago.

### BUILDING TERMINAL

Olympia, Wash., Sept. 24.—Construction of a new stage terminal at Montesano, near here, has been started by the Olympia & Grays Harbor Transportation Company and the Kay Bee stage line.